

Student:		Minimum 124 semester hours required for graduation 18 of the last 24 hours must be at Houghton Must have 30 hours at Houghton One half of major must be at Houghton <i>Must have C- or above in each course to meet Major, Concentration, or Minor credit</i> <i>Must have 62 liberal arts credits for BS degree</i>
Major: Integrated Marketing Communication		
Minor:		
BS	Advisor:	
Integrated Marketing Communication (45-47 hrs)		

General Education (see GenEd Audit Sheet)

Half of credits listed below must be taken at Houghton

Core Requirements	24-26 hrs	Notes or Distinct Courses for Added Major (24 credits min.) and/or Minor (12 credits min.)
(3) BADM 201 Business Communication		
(3) BADM 202 Accounting & Finance Principles		
(3) BADM 212 Principles of Management		
(3) BADM/COMM 218 Marketing Principles		
(3-4) BADM/PSY 309 Statistics	LA	
(3-4) BADM 475 Organizational Development or BADM 481 Senior Capstone: Strategic Management		
(3) ECON 201 Introduction to Economics or ECON 210 Principles of Microeconomics or ECON 211 Principles of Macroeconomics	LA	
(3) PHIL 303 Organizational Ethics	LA	
Major-Specific Requirements	12 hrs	
(3) BADM/COMM 304 Social Media Marketing		
(3) BADM/COMM 312 Advertising Principles		
(3) BADM/COMM 315 Public Relations Principles		
(3) BADM 319 Marketing Research		
Choose 3 courses from options listed below, to total a minimum of 9 credits:		
(3) BADM 303 Entrepreneurship		
(3) BADM 325 Project Management		
(3) BADM 341 Work-Team Dynamics		
(3) COMM 214 Introduction to Mass Media	LA	
(3) COMM 216 Organizational Communication	LA	
(3) COMM 232 Introduction to Web Communication	LA	
(3) COMM 314 New Media and Society	LA	
(3) PSY/SOC 218 Social Psychology	LA	

Main campus students will be required to take main campus course offerings when available. If a scheduling conflict occurs, main campus students may request to take the online version of the course by seeking permission from the main campus instructor and the Business and Economics department chair.