

Student:		<p align="center">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 a BS degree or 93 liberal arts credits for a BA degree</i></p>	
Major: Communication Concentration: Integrated Marketing			
Minor:			
BA/BS	Advisor:		
Communication Major (38-41 hrs)			
General Education (see GenEd Audit Sheet)			
Half of credits listed below must be taken at Houghton			
Core Requirements			18 hrs
(2) COMM 101 Presentational Speaking	LA	(3) COMM 215 Interpersonal Communication	LA
(2) COMM/ART 115 Foundations of Digital Comm.		(3) COMM 216 Organizational Communication	LA
(3) COMM 205 Introduction to Comm. Theory	LA	(2) COMM 417 Seminar in Public Communication	LA
(3) COMM 214 Introduction to Mass Media	LA		
Integrated Marketing Concentration			12 hrs
(3) COMM/BADM 218 Marketing Principles		(3) COMM/BADM 315 Public Relations Principles	
(3) COMM/BADM 312 Advertising Principles		(3) BADM 319 Marketing Research	
Concentration Electives – 3 Electives, including at least 1 writing course, and at least 8 hours total, chosen from below			8-11 hrs
(3) COMM/INCL 225 Intercultural Communication		(2) COMM 316 Advanced Presentational Speaking	LA
(4) COMM/ART 228 Digital Video I		(4) COMM/ART 345 Graphic Design II	
(4) COMM 232 Intro to Web Communication	LA	(4) COMM/ART 380 Lighting for Still & Moving Image	
(4) COMM 243/ART 245 Graphic Design I		(4) COMM/ART 384 Digital Imaging II	
(4) COMM/ART 283 Intro to Digital Photography		(3) WRIT 214 Literary Nonfiction	LA
(4) COMM/ART 284 Intro to Digital Imaging		(2-3) WRIT 216 Print Journalism	LA
(1-4) COMM 289, 389, 489 Internship		(3) WRIT 217 Professional Writing	
(1-4) COMM 295, 395 Special Topics	LA	(3) WRIT 312 Writing for Social Change	LA
(3) COMM 304 Social Media Marketing			
(3) COMM 314 New Media and Society			