

INTEGRATED MARKETING COMMUNICATIONS MAJOR – B.S.

Learn more at the Department of Strategic Communication page (<https://catalog.ithaca.edu/undergrad/schools/park-school-communications/departement-strategic-communication/#text>)

Requirements for the Major Summary

Code	Title	Credits
	Communications course requirements	37-41
	Business course requirements	21-24
	Other course requirement	3
	Integrative Core Curriculum (ICC) Requirements ¹	26-29
	Other Course Electives	26-30
	Total Credits	120

* **Total Credits** must include 60 liberal arts credits and 60 credits outside the Park School

¹ see ICC requirements (<https://catalog.ithaca.edu/undergrad/schools/park-school-communications/#integrativecorecurriculumicctext>) for Park School

Degree Requirements

Code	Title	Credits
Communications Course Requirements		
GCOM 13000	Spark: Igniting your Future in Communications	1
STCM 10300	Introduction to Strategic Communication ¹	3
STCM 11100	Presentation & Graphic Design	3
TVR 12100	Introduction to Mass Media ¹	3
STCM 23200	Public Relations ¹	3
STCM 24100	Advertising ¹	3
STCM 30900	Media Planning	3
TVR 31200	Government and Media (ICC-CLA) ¹	3
STCM 33000	Advertising Copywriting and Art Direction	3
STCM 33200	Writing for Public Relations (ICC-WI) ¹	3
	Select one of the following:	3-4
STCM 28800	Research and Statistics for Strategic Communication (ICC-CLA & QL)	
PSYC 20700	Statistics in Psychology (ICC-CLA & QL)	
	Select one of the following:	3
STCM 10800	Communication in Organizations (ICC-CLA)	
CMST 11500	Business & Professional Comm (ICC-CLA)	
	Select one of the following:	3
STCM 42000	Integrated Marketing Communications Lab	

STCM 44000	Public Relations Lab	
STCM 44100	Ad Lab	
STCM 43000	Brand Design and Communication	
STCM 43400	Communication Management Lab	

Business Course Requirements		
GBUS 20300	Legal Environment of Business I	3
ACCT 22400	Reporting and Decision Making in Integrated Marketing Communication	3
MKTG 31200	Principles of Marketing	3
MKTG 32300	Consumer Behavior	3
MKTG 32500	Sales and Sales Promotion	3
MKTG 49100	Digital Marketing	3

	Select one of the following:	3
MKTG 38000	International Marketing	
STCM 36600	Global, Intercultural, and Multicultural Public Relations	

	Select one of the following:	3
MKTG 41100	Marketing Analytics	
MKTG 49700	Selected Topics: Marketing	

Other Course Requirement		
ECON 12200	Principles of Microeconomics ¹	3
	Total Credits	64-65

¹ Liberal arts courses.