Integrated Marketing Communications Minor

Flow Chart

GE A3
→
JOUR 312
Public Relations

ECON 222
Macroeconomics (GE D2)

BUS 346
Principles of Marketing
OR for GRC majors ONLY

GRC 361
Marketing & Sales Management for Print & Digital Media

JOUR 312
Public Relations

JOUR 342
Public Relations Writing & Editing

BUS 418
Listening to the Consumer

GRC 377
Web & Print Publishing (GE F)
OR for GRC majors ONLY

GRC 338
Digital Content Management

JOUR 331
Contemporary Advertising

BUS 453
IMC Strategy Requires BUS 418
JOUR 342
JOUR 331
GRC 377 (or GRC 338)

OR

BUS 459
Social Media's Role in IMC

OR

GRC 4XX
TBD

JOUR 415
Advanced Public Relations Practice

OR for GRC majors ONLY

BUS 418
Listening to the Consumer

OR for GRC majors ONLY