

Integrated Marketing Communication, B.S.

Note: This is a **sample** plan. Many students will choose to study abroad** and course availability will affect when courses are taken. Most courses can be taken in either the Fall or Spring and flexibility is essential when completing your degree.

Semester 1		
ICC (CA, SC, SO, HM, DV)	OR WRTG 10600- Academic Writing	3 cr.
ICSM- Ithaca Seminar		4 cr.
STCM 10300- Intro to Strategic Communication		3 cr.
GCOM 13000- S'Park		1 cr.
TVR 12100- Intro to Mass Media		3 cr.
Any course		1-3 cr.
Total Credits 15-17		

Semester 2		
ICC (CA, SC, SO, HM, DV)	OR WRTG 10600- Academic Writing	3 cr.
STCM 11100- Presentation and Graphic Design		3 cr.
ECON 12200- Principles of Microeconomics		3 cr.
STCM 10800- Communication in Org.	OR CMST 11500- Business & Prof. Comm	3 cr.
ICC (CA, SC, SO, HM, DV)		3 cr.
Total Credits 15		

Semester 3		
ICC (CA, SC, SO, HM, DV)		3 cr.
ICC (CA, SC, SO, HM, DV)		3 cr.
STCM 24100- Advertising	OR STCM 23200- Public Relations	3 cr.
ACCT 22400- Reporting and Decision Making in IMC		3 cr.
GBUS 20300- Legal Envir of Business	OR Choose one (STCM 28800 or PSYC 20700)	3-4 cr.
Total Credits 15-16		

Semester 4		
STCM 24100- Advertising	OR STCM 23200- Public Relations	3 cr.
GBUS 20300- Legal Envir of Business	OR Choose one (STCM 28800 or PSYC 20700)	3-4 cr.
ICC (CA, SC, SO, HM, DV)		3 cr.
Outside of Park Course		3 cr.
Outside of Park Course		3 cr.
Total Credits 15-16		

Semester 5		
STCM 30900- Media Planning	OR TVR 31200- Government and Media	3 cr.
MKTG 31200- Principles of Marketing		3 cr.
STCM 33200- Writing for Public Relat.	OR STCM 33000- AdCopy & Art Direction	3 cr.
Outside of Park		3 cr.
Outside of Park		3 cr.
Total Credits 15		

Semester 6		
STCM 30900- Media Planning	OR TVR 31200- Government and Media	3 cr.
STCM 33200- Writing for Public Relat.	OR STCM 33000- AdCopy & Art Direction	3 cr.
MKTG 38000- Int'l Marketing	OR STCM 36600- Glob, Inter-Multi Cultural PR	3 cr.
Outside of Park Course		3 cr.
Any course		3 cr.
<i>Note: STCM 36600 is an ICC-DV course.</i>		
Total Credits 15		

Semester 7		
MKTG 32300, 32500, 49100	OR MKTG 41100 OR MKTG 49700	3 cr.
Choose one (MKTG 32300, 32500, 49100)		3 cr.
Any Course	OR IMC Capstone ¹ (STCM 44000, 43000)	3 cr.
Any Course		3 cr.
Any Course		3 cr.
¹ Capstones are taught in Fall or Spring- check catalog or with advisor for more info.		
Total Credits 14		

Semester 8		
MKTG 32300, 32500, 49100	OR MKTG 41100 OR MKTG 49700	3 cr.
Choose one (MKTG 32300, 32500, 49100)		3 cr.
GCOM 43000- Connecting the Dots (Can be taken Fall or Spring senior year)		1 cr.
Any Course	OR IMC Capstone ¹ (STCM 42000, 44100, 43400)	3 cr.
Any Course		3 cr.
Any Course		3 cr.
Total Credits 16		

**If planning to study abroad one or more semesters, please consider what courses can be taken in those areas and re-arrange your academic plan accordingly.