### Slippery Rock University of Pennsylvania - Curriculum Guide

**Bachelor of Science in Communication – Integrated Marketing**

#### LIBERAL STUDIES REQUIREMENTS (45-46 credits)
See Liberal Studies Guide for Goal and Enrichment choices

#### GOAL COURSE REQUIREMENTS
Complete Goal requirements as indicated below (36-37 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Cr</th>
<th>Gr</th>
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<tbody>
<tr>
<td>ENGL 102</td>
<td>Critical Writing</td>
<td>3</td>
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<tr>
<td>ENGL 104 or 220</td>
<td>Critical Reading or Intro to Literary and Cultural Studies</td>
<td>3</td>
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<tr>
<td>COMM 200</td>
<td>Public Speaking</td>
<td>3</td>
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#### Basic Requirements (9 credits)
- Goal – Science, Technology, & Math (9-10 credits)
  - Goal – Sci
  - Goal – Sci
  - Lab – Sci
  - Goal - Math

#### Global Community (9 credits)
- Goal – Non-US
- Goal – Non-US
- Goal – US

#### Human Institutions/Interpersonal Relationships (3 credits)
- Goal

#### Challenges of the Modern Age (3 credits)
- Goal

#### ENRICHMENT COURSE REQUIREMENTS
Choose one course from three of the following Enrichment areas. (9 credits)

#### The Arts

#### Global Community

#### Human Institutions/Interpersonal Relationships

#### Science, Technology & Math

#### ELECTIVES

#### COMPUTER COMPETENCY
Students must demonstrate “computer competency” by:
- Passed Exam
- CPSC ______ Complete one of the following courses: CPSC 100, 110, 130, or PE 202 at SRU or another post-secondary institution

#### MAJOR REQUIREMENTS (60 credits)
- 30 major credits must be taken at SRU or PASSHE
- 30 major credits must be taken at the 300 level or above

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<tr>
<td>COMM 110</td>
<td>Communication Concepts</td>
<td>3</td>
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<td>COMM 115</td>
<td>Visual Literacy</td>
<td>3</td>
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<td>COMM 263</td>
<td>Mass Media and Society</td>
<td>3</td>
<td></td>
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<td>COMM 310</td>
<td>Communication Research Methods</td>
<td>3</td>
<td></td>
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<tr>
<td>MRKT 430</td>
<td>Marketing Research</td>
<td>3</td>
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<td>COMM 410</td>
<td>Communication Law</td>
<td>3</td>
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<td>COMM 497</td>
<td>Senior Capstone Seminar</td>
<td>3</td>
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#### IMC Requirements (30 credits)
- COMM 231 | Intro to PR and IMC | 3 | |
- COMM 242 | News Writing | 3 | |
- COMM 332 | Case Studies in PR and IC | 3 | |
- COMM 333 | PR Writing | 3 | |
- COMM 431 | PR and IMC Capstone | 3 | |
- MRKT 351 | Organizational Behavior | 3 | |
- MRKT 330 | Principles of Marketing | 3 | |
- MRKT 333 | Consumer Behavior | 3 | |
- MRKT 334 | Advertising Management | 3 | |
- MRKT 338 | E-Commerce | 3 | |

#### COMMUNICATION SPECIALIZATION (9 credits)
Choose either Publication Design Specialization or New Media Specialization

#### Publication Design Specialization (9 credits)
- COMM 232 | Publication Production | 3 | |
- COMM 334 | Publication Production II | 3 | |
- COMM 434 | Advertising Production | 3 | |

#### New Media Specialization (9 credits)
- COMM 248 | Interactive Multimedia | 3 | |
- COMM 307 | Social Media | 3 | |
- COMM 347 | New-Media Journalism | 3 | |

#### Internship (3 credits)
- COMM 450 | Internship | 3 | |

#### OTHER BASIC REQUIREMENTS
Check with your advisor or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the minimum required to earn a degree.

- AGSS 110 | Beginning Algebra | 3 | |

**GPA REQUIREMENT**
- 2.5 or higher Major GPA
- 2.0 or higher Overall GPA