

Integrated Marketing Communications (Public Relations) Track within the Tim Russert Communication and Theatre Arts Major—39 credit hours total

All of the following courses (12 credit hours)--

- _____ 200. INTERPERSONAL COMMUNICATIONS (3 cr.)
- _____ 220. AMERICAN ELECTRONIC MEDIA (3 cr.)
- _____ 245. ARGUMENTATION AND DEBATE (3 cr.)
- _____ 495. SENIOR CAPSTONE IN COMMUNICATION STUDIES (3 cr.) (Seniors only)

All of the following courses (9 credit hours)--

- _____ 315. INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC) (3 cr.)
- _____ 407. CREATING FOR INTEGRATED MARKETING COMMUNICATION (3 cr.) Prerequisite: CO 315.
- _____ 417. INTEGRATED MARKETING CAMPAIGNS (3 cr.) Prerequisite: CO 315 and CO 407.

Three of the following courses (9 credit hours)—

- _____ 201 INTRODUCTION TO COMMUNICATION RESEARCH (3cr.)
- _____ 399. SEMINAR/SPECIAL TOPICS IN COMMUNICATION (1-3 cr.) *Must be appropriate for track, consult advisor.
- _____ 415. BRANDING (3 cr.)
- _____ 440. EVENT PLANNING (Required: CO315) (3 cr.)
- _____ 497. INTERNSHIP (3, 6 cr.)

One of the following courses (3 credit hours)--

- _____ 300. SMALL GROUP COMMUNICATIONS (3 cr.)
- _____ 305. INTERVIEWING PRINCIPLES (3 cr.)
- _____ 400. ORGANIZATIONAL COMMUNICATION (3 cr.)
- _____ 441. RHETORICAL THEORY AND CRITICISM (3 cr.) Prerequisites: EN 103 and EN 111, OR EN 111 and EN 112, OR EN 114, and EN 116.

One of the following courses (3 credit hours)--

_____ 225. JOURNALISM (3 cr.)

_____ 321. MINORITIES, STEREOTYPES, AND THE MEDIA (3 cr.)

_____ 322. WOMEN IN MASS MEDIA (3 cr.)

_____ 323. MEDIA SALES AND MARKETING (3 cr.)

One of the following courses (3 credit hours)--

_____ 286. MEDIA LITERACY (3 cr.)

_____ 446. PERSUASIVE COMMUNICATION THEORY (3 cr.)

_____ 465. MEDIA ETHICS (3 cr.)