

2017-2019 Bulletin
Tim Russert Department of Communication and Theatre
Communication Major/Integrated Marketing Communication Concentration
(42 credit hours)

Communication Core (15 cr.)

- COMM 130 Audience Matters
- COMM 140 Communication, Technology, & Society
- COMM 205 Professional Communication
- COMM 208 Interpersonal Communication
- COMM 305 Communication Ethics

Complete all of the following (21 cr.)

- COMM 270 Introduction to IMC
- COMM 360 Media Writing
- COMM 370 How We Live: Consumer Research
- COMM 372 Branding
- COMM 472 IMC Campaigns
- COMM 497 IMC Capstone: Organizational Communication
- COMM 498 Internship

Choose two electives, one of which must be at the 300-400 level (6 cr.)

- COMM 274 Introduction to Health Communication
- COMM 241 Introduction to Video Production
- COMM 302 Feature Photography
- COMM 344 Media Sales and Marketing
- COMM 371 Web & Interactive Design
- COMM 373 Sports Promotion & Fan Engagement
- COMM 374 Health Campaigns
- COMM 375 Communication in Health Setting
- COMM 376 Crisis Communication
- COMM 399 Special Topics
- COMM 411 Persuasion
- COMM 473 Non-profit Marketing
- COMM 470 Consulting, Training, & Development
- COMM 471 Managing New Media: Campaigns & Analytics COMM 474 Event Planning