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