



Shields School of Business

Bachelor of Science in Communications - IMC Concentration

Student Name:

Fall

Spring

First Year

Credits

30

Status	Course No.	Name	GE	Note	Credits	Status	Course No.	Name	GE	Note	Credits
	WRIT102	Research Writing	3		3		LIT_ELECT	Literature Elective	7	GE	3
	COMM105	Media Literacy and Society	6	GE	3		COMM103	Speech Fndmntls and Public Spking	0		3
	THEO105	Franciscan Goals for Today	2		3		CORE113	First-Year Seminar	1	CORE I - GE	3
	HIST_ELECT	History Course at 100 or 200 level	5		3		LNUL_ELECT	Language and Culture Elective	10	GE	3
	ECON101	Principles of Economics I	4	CORE II - GE	3		COMM201	Writing for Media			3
	CORE103	Community Enrichment (Fall - 6)	Y		0		CORE104	Community Enrichment (Spring- 6)	Y		0
Total					15	Total					15

Sophomore Year

Credits

36

	COMM205	Print and Web Editing			3		COMM_ELEC2	COMM230 or COMM240		Must take 1 of these 2	3
	COMM210	Public Relations			3		COMM208	Writing and Communicating in Business			3
	COMM_ELECT	Comm Elect 220, 305, 308, 320, or 340		3 of these 5 course required	3		QNT_ELECT	Quantitative Reasoning Course	8	GE - Recommend BUSA311	3
	MKTG101	Marketing			3		ETH_ELECT	Ethics Elective	13	Gen Ed	3
	SCI_ELECT	Science Elective	9	GE	3		FREE_3	3 Credit Free Elective			3
	PHIL105	Intro to Philosophy	11	GE	3		FREE_3	3 Credit Free Elective			3
Total					18	Total					18

Junior Year

Credits

32

	COMM301	Audio/Video Production			3		COMM_ELECT	Comm Elect 220, 305, 308, 320, or 340		3 of these 5 course required	3
	COMM330	Social Media Strategies			3		FNAR_ELECT	Fine Arts Elective	12	ART, FNAR, MUS, THTR	3
	COMM398	Internship: Project	15	GE	2		MKTG320	Consumer Insight			3
	COMM399	Internship: Supervised Experience			1		MKTG325	Integrated Marketing Communication			3
	FREE_3	3 Credit Free Elective			3		FREE_3	3 Credit Free Elective			3
	FREE_3	3 Credit Free Elective			3		FREE_2	2 Credit Free Elective			2
Total					15	Total					17

Senior Year

Credits

30

	COMM_ELECT	Comm Elect 220, 305, 308, 320, or 340		3 of these 5 course required	3		COMM310	Advertising			3
	MKTG321	Marketing Research			3		COMM_MELCT	Comm Major Elective		See Catalog for Options	3
	FREE_3	3 Credit Free Elective			3		COMM435	Multi-Platform Storytelling	14		3
	FREE_3	3 Credit Free Elective			3		MKTG404	Marketing Management	14	CORE III	3
	FREE_3	3 Credit Free Elective			3		FREE_3	3 Credit Free Elective			3
Total					15	Total					15

4-Year Total

Total Credits:

128

Free Electives:

29

