



THE UNIVERSITY of  
**MISSISSIPPI  
DESOTO**

**BACHELOR OF SCIENCE IN  
INTEGRATED MARKETING  
COMMUNICATIONS**

- Teaches students an approach that successful companies use to influence audiences through consistent, relevant and coordinated messages
- Includes a cohesive mix of public relations, digital media, design and advertising, among other disciplines
- Offered by only a handful of great universities
- Prepares graduates for work at corporations, advertising and public relations agencies, media, non-profits, or governmental organizations

## DEGREE REQUIREMENTS

Successfully complete the following freshman/sophomore coursework at a regionally accredited school with a minimum 2.0 cumulative GPA\*:

- 6 hours of English composition
- 6 hours of literature
- 12 hours of foreign language (in the same language) **or**  
9 hours of computer courses (Office Applications, Computer and Information Processing, & Business Application Programming I)
- 3 hours of humanities (philosophy, religion, African American studies)
- 3 hours of introductory American politics/government
- 3 hours of college algebra or more advanced mathematics course
- 6 hours of history
- 6-8 hours of natural science with corresponding labs
- 3 hours of additional natural science (no lab required)
- 3 hours of fine arts (art, music, theatre, dance)
- Intro to Mass Communications (with "C" or better)
- Introduction to Accounting Principles I (with "C" or better)
- Introduction to Accounting Principles II (with "C" or better)
- Principles of Microeconomics (with "C" or better)
- Principles of Macroeconomics (with "C" or better)
- Business Communication (with "C" or better)

*IMC students may apply no more than 62 community college credit hours to this degree.*

## TUITION AND FINANCIAL AID

Information on tuition and financial aid can be found on our website

## FOR MORE INFORMATION CONTACT US

The University of Mississippi-DeSoto  
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662-342-4765

[www.olemiss.edu/desoto](http://www.olemiss.edu/desoto)  
[southaven@olemiss.edu](mailto:southaven@olemiss.edu)

Find out more about IMC  
[www.olemiss.edu/desoto/programs](http://www.olemiss.edu/desoto/programs)

\* All courses must be approved for transfer equivalency. Contact a UM-DeSoto advisor.