

**Bachelor of Science Degree in Integrated Marketing Communications**  
**Lower Division Social Media Marketing Major Courses (27.0 credit hours)**

Introduction to Mktg/Self Promotion	3.0 credit hours
Delivery Systems I	3.0 credit hours
Delivery Systems II	3.0 credit hours
Business Law	3.0 credit hours
Entrepreneurship	3.0 credit hours
Principles of Management	3.0 credit hours
Human Resources Management	3.0 credit hours
Introduction to Marketing	3.0 credit hours

**Lower Division General Education Courses (30.0 credit hours)**

Credit hours in parentheses indicate the required number of credit hours in each discipline.

**Behavioral/Social Science (3.0 credit hours)**

Political Science	3.0 credit hours
Introduction to Psychology	3.0 credit hours
Sociology	3.0 credit hours

**Communications (3.0 credit hours)**

Speech Communication	3.0 credit hours
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**Computers (3.0 credit hours)**

Introduction to Computers	3.0 credit hours
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**English (6.0 credit hours)**

English Composition I	3.0 credit hours
English Composition II	3.0 credit hours

**Humanities/Fine Arts (3.0 credit hours)**

American Literature	3.0 credit hours
English Literature	3.0 credit hours

**Mathematics (6.0 credit hours)**

College Algebra	3.0 credit hours
College Mathematics	3.0 credit hours
Applications of Mathematics	3.0 credit hours
Statistics	3.0 credit hours

**Natural Science (6.0 credit hours)**

General Biology	3.0 credit hours
Advanced Biology	3.0 credit hours
Environmental Science	3.0 credit hours

**NOTE: All lower division major and general education courses should be successfully completed before upper division courses are undertaken.**