

Integrated Marketing Communications



NORTHWEST[®]
MISSISSIPPI COMMUNITY COLLEGE
DESOTO CAMPUS

Ole Miss | DeSoto

This curriculum is for students earning an Associate of Arts degree from Northwest Mississippi Community College and planning to pursue a [Bachelor of Science - IMC](#) with the University of Mississippi.

NWCC Core Curriculum

English Composition (6 hours)

- ENG 1113 English Composition I
- ENG 1123 English Composition II

Literature (6 hours) Choose two

- ENG 2223 American Literature I
- ENG 2233 American Literature II
- ENG 2323 British Literature I
- ENG 2333 British Literature II
- ENG 2423 World Literature I
- ENG 2433 World Literature II

Fine Arts (3 hours) Choose one

- MUS 1113 Music Appreciation
- ART 1113 Art Appreciation
- SPT 2233 Theatre Appreciation

Social or Behavioral Sciences (6 hours) Choose 2

- SOC 2113 Introduction to Sociology
- SOC 2133 Social Problems
- SOC 2143 Marriage and Family
- ECO 2113 Principles of Macroeconomics
- ECO 2123 Principles of Microeconomics
- EPY/PSY 2533 Human Growth and Development
- EPY/PSY 2513 Child Psychology
- PSY 1513 General Psychology
- PSC 1113 American National Government

Mathematics (3 hours)

- MAT 1753 Quantitative Reasoning (or higher)

Basic Computer Skills (3 hours)

- CSC 1123 Computer Applications I

Natural Sciences with Labs (8 hours) Choose two

- BIO 1113 & 1111 Principles of Biology I
- BIO 1133 & 1131 General Biology I
- BIO 1213 & 1211 Environmental Science
- BIO 1533 & 1531 Survey of Anatomy & Physiology
- BIO 2513 & 2511 Anatomy & Physiology I
- BIO 1123 & 1121 Principles of Biology II
- BIO 1143 & 1141 General Biology II
- BIO 2523 & 2521 Anatomy & Physiology II
- BIO 2923 & 2921 Microbiology
- CHE 1213 & 1211 General Chemistry I
- CHE 1223 & 1221 General Chemistry II
- CHE 1313 & 1321 Principles of Chemistry I
- CHE 1323 & 1321 Principles of Chemistry II
- CHE 2424 & 2420 Organic Chemistry I
- CHE 2434 & 2430 Organic Chemistry II
- PHY 1113 & 1111 Introduction to Astronomy
- PHY 2243 & 2241 Physical Science I
- PHY 2253 & 2251 Physical Science II
- PHY 2413 & 2411 General Physics I
- PHY 2423 & 2421 General Physics II
- PHY 2513 & 2511 Engineering Physics I

History (Choose 2)

- HIS 1113 Western Civilization I
- HIS 1123 Western Civilization II
- HIS 2213 American History I
- HIS 2223 American History II

Additional Courses

Language (Choose either Computer Science or Foreign Language, 3-12 hours)

Computer Science Language

- CSC 1213 Computer Basic Programming I **OR**

Foreign Language (1-4 of same language)

- MFL 1213 Spanish I
- MFL 1223 Spanish II
- MFL 2213 Spanish III
- MFL 2223 Spanish IV

Diversity Requirement (3 hours) Choose one

- PHI 1113 Old Testament Survey
- PHI 1133 New Testament Survey
- PHI 2613 World Religions I
- PHI 2623 World Religions II

Humanities (3 hours)

- PHI 1113 Old Testament Survey
- PHI 1133 New Testament Survey
- PHI 2613 World Religions I
- PHI 2113 Introduction to Philosophy
- PHI 2143 Ethics
- PHI 2713 Logic

Public Speaking (6 hours) Choose two

- COM 2483 Intro to Mass Communications
- SPT 1113 Public Speaking **OR** BOA 2631 Business Communication

Notes

IMC majors may apply 62 community college credit hours to the bachelor's degree.

IMC students must choose a minor:

General Business (6 hours)

- ACC 2213 Principles of Accounting I (with "C" or better)
- ECO 2113 Principles of Macroeconomics (with "C" or better) **OR** ECO 2123 Principles of Microeconomics (with "C" or better)

Accountancy (6 hours)

- ACC 2213 Principles of Accounting I (with "B" or above)
- ACC 2223 Principles of Accounting II (with "B" or above)

Entrepreneurship (All classes can be taken at Ole Miss-DeSoto.)

Sports Administration (All classes can be taken at Ole Miss-DeSoto.)