



West Virginia University
 Integrated Marketing Communication, B.S.
 CCAF Air University AU-ABC – Category I

Degree Requirements	Required Credits	CCAF Transfer Credit/other credit	Institution Credit Requirements
Major / Concentration	# Major Total - 51 credits	# Major Transferred 0-3	# Take at Institution 48-51 credits
Principals of Integrated Marketing Communications	3	0	3
Media and Society	3	0	3
Media Writing	3	0	3
Strategic Advertising OR Public Relations Writing and Applications	3	0	3
*Introduction to Psychology OR Sociology	3	*0	*3 (see notes)
Advertising & PR Audience Insights & Analysis	3	0	3
Branded Content and Narrative	3	0	3
Strategic Social Media	3	0	3
Audience Psychology and Behavior	3	0	3
Media Planning/Strategy	3	0	3
Principles of Marketing	3	0	3
Media Ethics and Law	3	0	3
Business Ethics	3	0	3
IMC Capstone	3	0	3
IMC Tracks – Choose One Track (Entertainment Media, Health Promotion, Event Planning, Sport Communication or Social Media)	9	0	9
General Education	# GE Total -34	# GE Transferred-34	# Take at Institution - 0
Intro to English Composition and Rhetoric	3	3 (waived)	0
ENGL 102. Composition, Rhetoric, and Research	3	3 (waived)	0
Science and Technology	4	4 (waived)	0



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Math & Quantitative Reasoning	3	3 (waived)	0
Society & Connections	3	3 (waived)	0
Human Inquiry & the Past	3	3 (waived)	0
The Arts & Creativity	3	3 (waived)	0
Global Studies & Diversity	3	3 (waived)	0
Focus (may be satisfied by completion of a minor, double major or dual degree)	9	9 (waived)	0
Electives	# Total Electives Required	# Electives Transferred	# Take at Institution - 9
General Electives	35	23-26 (waived)	9 - 12
Total CCAF Transfer Credits		60	60
Total Credits Required to Earn Bachelor of 120	Column Total 120	Column Total 60	Column Total 60

ADD NOTES AS NECESSARY

- All technical CCAF credits are necessary to position the IMC student to begin this program at the junior level
- All 60 hours of CCAF credit will be accepted and applied toward general education, the major or elective credit as applicable
- Any CCAF associate degree will be applicable to this major
- Academic Residency – 24 semester credit hours
- If Introduction to Psychology/Sociology has already been taken at CCAF, the credit for the major requirement will be counted and waived
- Students can opt to complete a second track if desired and can use GEF 8 (focus area) to complete the additional 9 hours needed or take 9 credits of the general electives to complete the second track.