

IMC Master's Degree Course Completion Checklist

Please use the following form to keep track of the courses you have completed in the IMC program to earn your Master of Science in Integrated Marketing Communications degree. This will help you determine in which course(s) to enroll, as well as record the grades you earn in each course.

Student Information:

WVU ID#: _____

Admission Term and Year: _____

<u>Course #</u>	<u>Course Name</u>	<u>Term Completed</u>	<u>Grade Earned</u>	<u>Instructor</u>
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Prerequisite (Complete by itself in first term)

IMC 610	Introduction to IMC			
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Core Courses (Complete All Four)

IMC 611	Marketing Research			
IMC 612	Audience Insight			
IMC 613	Brand Equity Management			
IMC 619	Emerging Media & the Market			

Specialty Courses (Select Two)

IMC 615	Creative Strategy & Execution			
IMC 616	Direct Marketing			
IMC 618	PR Concepts & Strategy			

Electives (Select Three)

IMC 614	Media Analysis			
IMC 617	Consumer Sales Promotion			
IMC 620	Research Methods			
IMC 621	Current Topics in IMC			
IMC 622	Multicultural Marketing			
IMC 623	Global Brand Communication			
IMC 624	Cause Marketing			
IMC 625	Advanced Creative Concepts			
IMC 626	B2B Direct Marketing			
IMC 627	Healthcare Marketing			
IMC 628	Applied Public Relations			
IMC 629	Mobile Marketing			
IMC 630	Sports Marketing			
IMC 631	Crisis Communication			
IMC 632	Political Marketing			
IMC 633	Entrepreneurship in IMC			
IMC 634	Digital Storytelling			
IMC 635	Visual Information Design			
IMC 637	Internal Brand Communication			
IMC 638	Public Affairs			
IMC 639	Content Marketing			
IMC 641	Social Media & Marketing			
IMC 642	Web Metrics & SEO			
IMC 643	Digital Video Production			
IMC 693X	Marketing Comm Analytics			
NEW	_____			
NEW	_____			

Capstone Experience (Complete by itself in final term)

IMC 636	Campaigns			
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