

**Westmoreland County Community College & West Virginia University**

Associate of Arts in Liberal Arts A.A. leading to

Bachelor of Science in Integrated Marketing Communication B.S.

Suggested Plan of Study



Westmoreland County Community College	Hours	WVU Equivalents	Hours
Year One, 1 <sup>st</sup> Semester			
PDV 101: First Year Seminar	1	WVUE 191: First-Year Seminar	1
ENG 161: College Writing	3	ENGL 101: Composition and Rhetoric	3
CPT 150: Microcomputer Concepts	3	CS 1TC: Microcomputer Concepts	3
POL 155: American National Government	3	POLS 102: Intro American Government	3
General Elective	3	General Elective	3
<b>TOTAL</b>	13		13
Year One, 2 <sup>nd</sup> Semester			
ENG 164: Advanced Composition	3	ENGL 102: Composition and Rhetoric	3
SPC 155: Effective Speech	3	COMM 270 & COMM 270S: Effective Public Speaking and Studio	3
MTH 160: Introduction Statistics	3	STAT 211: Elementary Statistical Inference	3
Natural Science Elective	4	Lab Science Elective	4
PSY 160: Introduction to Psychology or SOC 155: Introduction to Sociology	3	PSYC 101: Introduction to Psychology or SOCA 101: Introduction to Sociology	3
<b>TOTAL</b>	16		16
Year Two, 1 <sup>st</sup> Semester			
ECN 255: Macroeconomics	3	ECON 202: Principles of Macroeconomics	3
Foreign Language 155	3	Foreign Language 101	3
ENG 240: Science Fiction ENG 255: Intro to Literature ENG 270: British Literature or ENG 276: African American Literature	3	ENGL 257: Science Fiction & Fantasy ENGL 132: Short Story & Novel ENGL 261: British Literature I or ENGL 154: African American Literature	3
SPC 156: Interpersonal Communication	3	COMM 102: Interpersonal Communication	3
HIS 256: Modern U.S. and PA History	3	HIST 153: Making Modern America:1865-Present	3
<b>TOTAL</b>	15		15
Year Two, 2 <sup>nd</sup> Semester			
ECN 256: Microeconomics	3	ECON 201: Principles of Microeconomics	3
Foreign Language 156	3	Foreign Language 102	3
General Elective	3	General Elective	3
General Elective	3	General Elective	3
General Elective	3	General Elective	3
<b>TOTAL</b>	15		15

## West Virginia University

Year Three, 1 <sup>st</sup> Semester		Year Three, 2 <sup>nd</sup> Semester	
MDIA 101: Media and Society	3	STCM 315: Strategic Advertising and Public Relations Writing or PR 324S: Public Relations Writing and Applications	3
IMC 215: Principles of Integrated Marketing Communications (IMC)	3	ADPR 439: Strategic Social Media	3
MDIA 215S	3	MDIA 328: Media Ethics and Law	3
BCOR 350: Principles of Marketing	3	BCOR 380: Business Ethics	3
General Elective	3	ADV 403: Media Planning/Strategy	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
Year Four, 1 <sup>st</sup> Semester		Year Four, 2 <sup>nd</sup> Semester	
ADPR 421S: Advertising & PR Audience Insights & Analysis	3	IMC 459: IMC Capstone <sup>(Capstone)</sup>	3
ADPR 438: Branded Content and Narrative	3	ADPR 450: Audience Psychology and Behavior	3
IMC Track Course <sup>(1)</sup>	3	IMC Track Course <sup>(2)</sup>	3
General Elective	3	IMC Track Course <sup>(3)</sup>	3
General Elective	3	General Elective	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

The Integrated Marketing Communications program is a wholly online major offered by the School of Media and Communications in the College of Creative Arts and Media at WVU.

Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.0 or higher may also qualify for direct admission into the School of Media and Communications irrespective of standardized test scores.

Students transferring to West Virginia University with an Associate of Arts or Associate of Science degree will have satisfied the General Education Foundation (GEF) requirement at WVU.

Students who have questions about admission into their intended program, GEF requirements, or any other issue relating to academics at West Virginia University should contact the Office of Admissions at WVU.

The above transfer articulation of credit between West Virginia University and Westmoreland County Community College, is approved by the Dean or the Dean's designee, and effective the date of the signature.

Sandra M. Schwartz

*Sandra M. Schwartz*

9/16/25

Print Name

Signature

Date

Sandra M. Schwartz, Ph.D., Associate Dean of Academic Affairs for the College of Creative Arts and Media