

Virginia's Community Colleges & West Virginia University

Associate of Arts and Sciences in Liberal Arts (Communication) leading to

Bachelor of Science in Integrated Marketing Communication B.S.

Suggested Plan of Study



Virginia's Community Colleges	Hours	WVU Equivalent	Hours
Year One, 1st Semester			
ENG 111	3	ENGL 101 (Required)	3
MTH 155 or MTH 245	3	STAT 211 or STAT 211	3
SDV 100 or SDV 101	1-2	WVUE 191	1-2
CST 100 or CST 110 (General Education)	3	COMM 270 & COMM 270S or COMM 102	3
HIS 122 (History Course)	3	HIST 153	3
TOTAL	13-14		13-14
Year One, 2nd Semester			
ENG 112	3	ENGL 102 (Required)	3
CST 114 (Major Course)	3	MDIA 101 (Required)	3
PSY 200 or SOC 200 (Pre-Major and Major Req)	3	PSYC 101 or SOC 101 (Required; Pick One)	3
Natural Science	4	Science Elective	4
PLS 135 (General Education)	3	POLS 102	3
TOTAL	16		16
Year Two, 1st Semester			
ENG 233 or ENG 236 or ENG 237 or ENG 241 or ENG 242 or ENG 243 or ENG 244 or ENG 245 or ENG 253 or ENG 255 or ENG 258 or ENG 273 or ENG 211 or ENG 215 or ENG 217 (English Course; Pick One)	3	ENG 236 or ENGL 233 or ENGL 232 or ENGL 241 or ENGL 242 or ENGL 261 or ENGL 262 or ENGL 261 or ENGL 241 or ENGL 254 or ENGL 226 or ENGL 254 or ENGL 285 or ENGL 111 or ENGL 212 or ENGL 213	3
ECO 150 (Social & Behavioral Sciences)	3	ECON 200	3
CST 201 (Major Course)	3	COMM 203	3
Foreign Language 101 (Pre-Major and Major Req)	4	Foreign Language 101	4
ENG 121 (Pre-Major and Major Req. Course)	3	MDIA 1TC	3
TOTAL	16		16
Year Two, 2nd Semester			
CST 126 (Concentration Course)	3	COMM 202	3
CST 229 (Concentration Course)	3	COMM 316	3
Any UCGS Art, Humanities, or Literature (Different from the first category)	3	Elective	3
Foreign Language 102 (Pre-Major and Major Req)	4	Foreign Language 102	4
ENG 122 (Pre-Major and Major Req. Course)	3	MDIA 215S (Required)	3
TOTAL	16		16

West Virginia University			
Year Three, 1 st Semester		Year Three, 2 nd Semester	
IMC 215	3	STCM 315 or PR 324S	3
MDIA 401	3	ADPR 439	3
MDIA 438	3	ADV 403	3
General Elective	3	MDIA 328	3
General Elective	3	General Elective	3
TOTAL	15	TOTAL	15
Year Four, 1 st Semester		Year Four, 2 nd Semester	
ADPR 421S	3	IMC 459 ^(Capstone)	3
ADPR 438: Branded Content and Narrative	3	ADPR 450	3
PR 410	3	IMC Track Course ⁽²⁾	3
IMC Track Course ⁽¹⁾	3	IMC Track Course ⁽³⁾	3
General Elective	3	General Elective	3
TOTAL	15	TOTAL	15

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

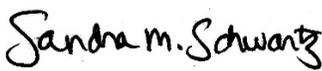
Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.0 or higher may also qualify for direct admission into the School of Media and Communications irrespective of standardized test scores.

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

ADPR majors are required to declare a minor. Students should work with their faculty advisors to complete this task.

Students who have questions regarding this articulation agreement or the transferability of coursework may contact the WVU Office of the University Registrar. All other questions should be directed at the WVU Office of Admissions.

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

Sandra M. Schwartz  1/12/26

Print Name Signature Date

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