



SUCCESS GUIDE

Concurrent Enrollment Agreement Integrated Marketing Communications at UWA

Semester	Grade	Course Prefix	Course Title	Credit Hrs	Area
1		ORI 101	College Orientation	1	V
		ENG 101	English Composition I (minimum grade of C required)	3	I
		BIO 101	Introduction to Biology I	4	III
		MTH 110 or MTH 112	Finite Mathematics or Pre-calculus Algebra	3	III
		IMC 200	Introduction to Mass Communication (mini-term 1)	3	V
			Semester Total	14	
2		ENG 102	English Composition II (minimum grade of C required)	3	I
		BIO 102	Introduction to Biology II	4	III
		SPH 106	Fundamentals of Oral Communication	3	II
		HIS 101	Western Civilization I	3	IV
		IMC 240	Creative Photography (mini-term 2)	3	V
			Semester Total	16	
3		PHS 111	Physical Science I or other natural science	4	V
		ENG 251 or ENG 252	American Literature I or American Literature II	3	II
		HIS 102	Western Civilization II	3	IV
		IMC 490	Methods of Social Media (mini-term 1)	3	V
		IMC 430	Media Ethics and Law (mini-term 2)	3	V
			Semester Total	16	
4		PSY 200	General Psychology	3	IV
		ECO 232	Principles of Microeconomics	3	IV
		ART 100 or MUS 101 or THR 120	Art Appreciation or Music Appreciation or Theatre Appreciation	3	II
		IDS 102	Ethics	3	II
		IMC 320	Writing for Mass Media (mini-term 1)	3	V
			Semester Total	15	
Total credit hours to be taken at University of West Alabama - 15			Total Hours	61	

This success guide fits the following three options in Integrated Marketing Communications at UWA:
Traditional, Graphic Design and Sports Communications