



Degree Progression Checklist

BA Integrated Marketing Communication (Major) | 2019/2020

The programme requirements outlined below apply exclusively to students in the **Integrated Marketing Communication** major who were admitted, readmitted, transferred, or changed their major in the 2019/2020 academic year.

Level I Courses: Minimum of 30 Credits

COURSE	CREDITS	COMPLETED/ EXEMPTED	PENDING
COMM1001: Communication, Culture and Caribbean Society	3		
COMM1121: Understanding the Media	3		
COMM1234: Basic Media Production	3		
COMM1268: Basic Visual Communication	3		
IMCC1010: Fundamentals of Integrated Communication Planning	3		
FOUN1016/FOUN1019: Critical Reading & Expository Writing in H&E/ Critical Reading & Writing in the Disciplines	3/6		
FOUN1002: Language Argument	3		
*Foreign Language	3		
Level I Free Elective	3		
Level I Faculty Elective Outside of Department	3		

Level II Courses: Minimum of 30 Credits

COMM2110: Media Ethics and Legal Issues	3		
COMM2201: Introduction to Communication Research Methods	3		
IMCC2601: Public Relations Principles and Practice	3		
IMCC2701: Social Marketing Principles and Practice	3		
IMCC2801: Advertising Principles and Practice	3		
IMCC2900: Media Design and Production I	3		
FOUN1201: Science, Medicine and Technology	3		
FOUN1301: Law, Governance and Society	3		
Level II Free Elective	3		
Level II/III Faculty Elective Outside of Department	3		

Level III Courses: Minimum of 30 Credits

COMM3199: Communication Analysis and Planning	6		
IMCC3199: IMC Implementation and Evaluation	3		
IMCC3900: Media Design and Production II	3		
IMCC3901: IMC Internship	3		
IMCC3601: Public Relations Lab / IMCC3701: Social Marketing Lab / IMCC3801: Advertising Lab	3		
LANG3001: The Art of Public Speaking	3		
Level III Free Elective	3		
Level II/III Free Elective	3		
Level II/III Faculty Elective outside of Department	3		

NB: *Students who are exempt from the foreign language requirement (eg. those with a CSEC/CAPE Foreign Language) MUST register for a Level I elective in its place to satisfy the Level I credit requirement).

Students may substitute a faculty elective for a free elective at a given level, provided the faculty elective is at the same level. The reverse also applies—a free elective may be substituted for a faculty elective, as long as it is at the same level. Students must ensure, however, that they complete a minimum of three (3) faculty electives outside of their department.

LEVEL I CREDIT SUMMARY	
Credits Completed	
Credits Pending	
Student Notes:	

LEVEL II CREDIT SUMMARY	
Credits Completed	
Credits Pending	
Student Notes:	

LEVEL III CREDIT SUMMARY	
Credits Completed	
Credits Pending	
Student Notes:	