

INTEGRATED STRATEGIC COMMUNICATION MAJOR



Public Relations Director
 Anchor Social Media Reporter
 Brand Manager
 Sports Information Director
 Online Director
 digital strategist
 Graphic Designer
 Editor
 animator
 Web Marketing Manager
 MEDIA RESEARCH
 PRODUCER
 Architect
 Media Buyer/Planner
 information security analyst
 Policy Analyst
 VIDEOGRAPHER
 Audience Researcher
 news service writer
 Multi Media Designer
 DATABASE ANALYST

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Integrated Strategic Communication Major

Students learn to coordinate multiple aspects of strategic communication such as advertising, direct response and public relations to deliver persuasive messages to consumers. An internship is required to further develop professional skills. The curriculum is fully integrated, and students complete a two-course emphasis in one of the following paths:

Account Management

Prepares students for careers in media planning, media sales, account planning, audience research and management of client and consumer relationships through effective strategy.

Creative

Prepares students for careers developing creative executions for persuasive messages across all media, including advertising copywriting, visual communication strategies and creative decision-making.

Direct Response

Prepares students for careers in strategic and interactive consumer relationship management. Focuses on persuasive messages delivered through traditional media, online advertising, social media, email and mobile devices.

Public Relations

Prepares students for careers in public relations including publicity planning, media relations, event planning, social media campaign strategy and online content management.

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College of Communication and Information

Department of Integrated Strategic Communication

Integrated Strategic Communication

Degree Requirements

120 Credit Hours (EXCLUDES: KHP service courses, EXP courses, and remedial courses)
Complete all UK Core requirements, Graduation Writing, BA or BS requirements, and one statistics course
42 Hours at the 300 level or above
2.00 cumulative GPA and 2.00 major GPA required to graduate

Pre-Major Requirements—13 Hours

PSY 100 Introduction to Psychology
ISC 161 Introduction to Integrated Strategic Communication
One Statistics Course

Choose One

ISC 261 Strategic Planning and Writing
JOU 204 Writing for the Mass Media

Required Courses—Outside the Major

Students must complete an official minor; at least 9 hours in the minor must be taken at the 300+ level
MKT 300 Marketing Management

Choose One

PHI 330 Ethics
PHI 332 Professional Ethics
PHI 334 Business Ethics

Account Management

Major Requirements—27 Hours

ISC 311* Ethical, Legal and Social Issues in ISC
ISC 321* Research Methods for the Integrated Strategic Communication Professional
JAT 399 Internship (Subtitle required)
ISC 351 ISC Account Management
ISC 451 Integrated Strategic Media Management
Plus 9 hours of electives in ISC, JOU or MAS at 300+ level

Capstone Requirement

ISC 491 Integrated Strategic Communication Campaigns

Creative

Major Requirements—27 Hours

ISC 311* Ethical, Legal and Social Issues in ISC
ISC 321* Research Methods for the Integrated Strategic Communication Professional
JAT 399 Internship (Subtitle required)
ISC 331 Advertising Creative Strategy and Execution I
ISC 431 Advertising Creative Strategy and Execution II
Plus 9 hours of electives in ISC, JOU or MAS at 300+ level

Capstone Requirement

ISC 491 Integrated Strategic Communication Campaigns

Direct Response

Major Requirements—27 Hours

ISC 311* Ethical, Legal and Social Issues in ISC
ISC 321* Research Methods for the Integrated Strategic Communication Professional
JAT 399 Internship (Subtitle required)
ISC 361 Direct Response Targeting: Media and Database Management
ISC 461 Direct Response Message Strategies
Plus 9 hours of electives in ISC, JOU or MAS at 300+ level

Capstone Requirement

ISC 491 Integrated Strategic Communication Campaigns

Public Relations

Major Requirements—27 Hours

ISC 311* Ethical, Legal and Social Issues in ISC
ISC 321* Research Methods for the Integrated Strategic Communication Professional
JAT 399 Internship (Subtitle required)
ISC 341 Strategic Public Relations
ISC 441 Case Studies in Public Relations
Plus 9 hours of electives in ISC, JOU or MAS at 300+ level

Capstone Requirement

ISC 491 Integrated Strategic Communication Campaigns

*Can be taken concurrently

A PORTFOLIO is required for graduation.