

# INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN MARKETING

## Recommended Course Sequence

<b>First Semester</b>	
[[FYF-101]] First-Year Foundations	3
[[ENG-101]] Composition	4
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirements	6
<b>Total Credits</b>	<b>16</b>

<b>Second Semester</b>	
[[IM-101]] Integrative Media Foundations I	3
[[BA-153]] Management Foundations	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
<b>Total Credits</b>	<b>16</b>

<b>Third Semester</b>	
[[IM-201]] Integrative Media Foundations II	3
[[ENT-201]] Nature and Essence of Entrepreneurship	3
Elective	3
Distribution Requirements	6
<b>Total Credits</b>	<b>15</b>

<b>Fourth Semester</b>	
[[IM-301]] Principles of Motion & Layering	3
[[COM-102]] Principles of Communication	3
[[ENG-202]] Technical & Professional Writing	3
[[MKT-221]] Marketing	3
Distribution Requirement	3
<b>Total Credits</b>	<b>15</b>

<b>Fifth Semester</b>	
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
[[ENT-203]] Opp. Id.: Innovation & Creativity	3
Distribution Requirement	3
Elective	3
<b>Total Credits</b>	<b>15</b>

<b>Sixth Semester</b>	
[[IM-391]] Integrative Media Project I	3
[[MKT-322]] Advertising	3
Distribution Requirement	3
Elective	6
<b>Total Credits</b>	<b>15</b>

<b>Seventh Semester</b>	
[[IM-392]] IM Project II	3
[[IM-399]] Cooperative Education	0 - 3
[[MKT-327]] Marketing Seminar or	3
[[MKT-328]] Consumer Behavior	
Electives	9 - 6
<b>Total Credits</b>	<b>15</b>

<b>Eighth Semester</b>	
[[IM-400]] Integrative Media Portfolio Capstone	3
[[IM-399]] Cooperative Education	0 - 3
Elective	12 - 9
<b>Total Credits</b>	<b>15</b>

## IM. INTEGRATIVE MEDIA

### IM-198/289/398. TOPICS IN INTEGRATED MEDIA

**Credits:** Varies with topic.

A study of topics of special interest not extensively treated in regularly offered courses.

[Click here for course fee.](#)

### IM-101. INTEGRATIVE MEDIA FOUNDATIONS I

**Credits:** 3

This course is an introduction and multiple media survey of artists, styles, and techniques influential in the development of contemporary media. Through this exposure and readings, a creative process will be developed and absorption will stimulate, motivate, and inspire a personal aesthetic vision. In addition, through intensive thought, analysis, and critique, we will explore media as it affects our society and our responsibility as media content generators.

[Click here for course fees.](#)

### IM-120. FOUNDATIONS OF GAME DESIGN

**Credits:** 3

This course provides an introductory overview of the video game design by focusing on development principles, techniques, process, and tools.

Students will explore and investigate the history and evolution of video games and a variety of game genres. Students will also learn team collaboration as well as using game development software to create simple conceptual prototypes during the course.

#### Pre-Requisites

None

### IM-201. INTEGRATIVE MEDIA FOUNDATIONS II

**Credits:** 3

This course is an introduction to the foundational design principles as they apply to digital new media applications. Students will produce digital projects through the introductory application of various digital tools with a continued focus on the constant evolution of a personal aesthetic vision. A survey of new media applications, terminology, and techniques will be researched and discussed, along with our responsibility as communicators to mass media markets.

[Click here for course fees.](#)

#### Pre-Requisites

[[IM-101]].

### IM-210. INTRODUCTION TO GAME DEVELOPMENT (2D)

**Credits:** 3

A project-based course emphasizes applying game design principles to produce interactive visual storytelling and simple 2D games. Students will learn basic coding, 2D animation and physics, and be introduced to a variety of game engines to create fun and interactive games through the coursework.

#### Pre-Requisites

[[IM-120]]

[[CS-125]]

### IM-240. CROSS-MEDIA TYPOGRAPHY

**Credits:** 3

This course takes a critical look at type and its proper usage in multiple forms of media. In addition to type identification and usage, we will take a critical look at seminal works of typography and understand their impact and effectiveness. This course is offered in the Spring semester of each academic year.

#### Pre-Requisites

[[IM-101]]

### IM-255. INTEGRATIVE MEDIA PRACTICUM

**Credits:** 1-2

The Department Practicum may be taken for one to two credits per semester. Students may earn credit for major roles and positions of major responsibility in the co-curricular activities in the Creative Production Studio, Studio 020. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the requirements of the IM core. Written approval for credit must be by advisor or department chairperson.

### IM-301. INTEGRATIVE MEDIA PRINCIPLES OF MOTION AND LAYERING

**Credits:** 3

This course will address the foundational concepts of assembling digital imagery, relational to short format projects, focusing on historical and contemporary principles of montage, timing, and pacing. In addition, the technical and aesthetic principles of compositing will be covered producing multi-layered projects for a variety of media.

[Click here for course fees.](#)

#### Pre-Requisites

[[IM-201]].

**IM-302. INTEGRATIVE MEDIA PRINCIPLES OF INTERACTIVITY**

**Credits:** 3

Technical and aesthetic principles of interactivity will be conveyed and practiced to produce a range of interactive media. Addressing issues of human static and dynamic interactive ergonomics as they apply to contemporary commercial and artistic applications.

[Click here for course fees.](#)

**Pre-Requisites**

[[IM-201]].

**IM-303. ADVANCED PRINCIPLES OF INTERACTIVITY**

**Credits:** 3

This course will explore advanced functions of the 3 Dimensional animation processes as they apply to a variety of media applications. Students will build computer-based models and environments; texture, light and animate as appropriate and efficiently render as content for 3D projects or as stand-alone pieces. Students will develop creative self-directed developmental techniques through introduction to animation programming and applications.

**Pre-Requisites**

[[IM-302]]

**IM-304. 2D APP DEVELOPMENT**

**Credits:** 3

This course will explore advanced functions of the 3 Dimensional animation processes as they apply to a variety of media applications. Students will build computer-based models and environments; texture, light and animate as appropriate and efficiently render as content for 3D projects or as stand-alone pieces. Students will develop creative self-directed developmental techniques through introduction to animation programming and applications.

**Pre-Requisites**

[[IM-302]]

**IM-310. ADVANCED GAME DEVELOPMENT (3D)**

**Credits:** 3

A design studio course focusing on industry processes and 3D interactive game development from start to finish using program languages. The developed games can run on a variety of platforms such as desktops, mobiles, and AR/VR devices. This course also provides students with insights on not only creating games, but also using the game development pipeline to solve real-world simulation and visualization problems.

**Pre-Requisites**

[[IM-210]]

[[IM-350]]

[[IM-368]]

**IM-320. INTEGRATIVE MEDIA CONCEPT DEVELOPMENT AND PRACTICES**

**Credits:** 3

Through research, writing, and example, students will gain an advanced understanding of the creative generating processes in a new media environment. These processes will be used to formulate solid, cohesive concepts and present storyboards that are visually communicative and professional. With discussion, critique, and reiteration, the concepts are refined and reinforced.

[Click here for course fees.](#)

**Pre-Requisites**

[[IM-201]].

**IM-330. VIRTUAL ENVIRONMENTS AND EMERGENT TECHNOLOGY**

**Credits:** 3

An introductory project-based course exposing the principles of virtual/augmented reality technologies including displays, tracking, and major hardware platforms and their capabilities. This course also prepares students to utilize these technologies to create interactive content and artworks.

**Pre-Requisites**

[[IM-210]]

[[IM-350]]

[[IM-368]]

**IM-341. CROSS-MEDIA TYPOGRAPHY II**

**Credits:** 3

Cross-Media Typography II is a semester-long intensive project-generating course that employs typographic concepts discussed in Cross-Media Typography I. Each project is meant to explore further applications of type as art, as well as type in professional practice. The course is a combination of in-class studio work and independent research on portfolio-quality projects. It will be offered in the spring semester each academic year.

**Pre-Requisites**

[[IM-240]]

**IM-350. 3 DIMENSIONAL ENVIRONMENTS AND ANIMATION**

**Credits:** 3

This course will explore the foundations of 3-dimensional animation processes as they apply to multiple media. Students will build computer-based models and environments, texture, light, animate, and render content for Integrative Media projects, stand-alone projects of 3-D foundations used within the CS gaming track. (Cross-listed with [[CS-350]].)

[Click here for course fees.](#)

**Pre-Requisites**

IM students—IM 301; CS students—CS 125.

## Digital Design and Media Art, B.A. - Cognate Minor in Marketing

### IM-351. 3D ENVIRONMENTS & ANIMATION II

**Credits:** 3

This course will explore advanced functions of the 3 Dimensional animation processes as they apply to gaming. Students will build computer-based models and environments; subsequently, texture, light, animate as appropriate and efficiently render as content for 3D gaming projects or as stand-alone pieces.

#### Pre-Requisites

[[IM-350]] OR [[CS-366]]

### IM-355. DIGITAL AUDIO PRINCIPLES AND EDITING

**Credits:** 3

The foundational concepts behind music theory, sound design, and digital studio editing techniques will be addressed in this course. This knowledge can then be applied to creating and adapting sound components for use within the variety of Integrative Media projects.

[Click here for course fees.](#)

#### Pre-Requisites

[[IM-201]].

### IM-368. 3 DIMENSIONAL GAME DEVELOPMENT

**Credits:** 3

An overview of simulation, engine-based, and real-time game systems with a focus on theory, creation, and animation of three-dimensional models used within a game context using industry-standard software. Cross-listed with [[CS-368]].

[Click here for course fees.](#)

#### Pre-Requisites

[[IM-350]] , [[CS-366]] or [[CS-367]].

### IM-391. INTEGRATIVE MEDIA PROJECT I

**Credits:** 3

This project-based course will begin to assemble production teams to produce project(s) from concept to completion. Students will develop storyboards and, through creative and organizational work sessions, define a completion plan and production schedule. All phases of the production process will be addressed under creative, financial, and deadline benchmarks. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

#### Pre-Requisites

[[IM-320]].

### IM-392. INTEGRATIVE MEDIA PROJECT II

**Credits:** 3

Students will initiate new or continue team-oriented integrative media productions. The production process will be optimized to continue the experience of industry scenarios. Expanded business practices and production techniques will build upon prior skill sets. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

#### Pre-Requisites

[[IM-391]].

### IM-399. COOPERATIVE EDUCATION

**Credits:** 1-6

#### Pre-Requisites

Sophomore standing, minimum 2.0 cumulative GPA, consent of academic advisor, and approval of placement by the department chairperson.

### IM-400. INTEGRATIVE MEDIA PORTFOLIO CAPSTONE

**Credits:** 3

As the capstone of the IM curriculum, this course will focus on the compilation of visual materials produced throughout the set of courses, as necessary in the job submission process. Creating a self 'brand' will be a concentration, along with the compilation of written works, flatbook, and reel. Understanding the perspective of the employer will be heavily discussed and the various positions, procedures, and environments that produce IM products. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements.

[Click here for course fees.](#)

#### Pre-Requisites

[[IM-391]].

## MKT. MARKETING

### MKT-221. MARKETING

**Credits:** 3

**Terms Offered:** Fall, Spring, Summer

An introduction to the planning and activities of marketing. Emphasis on budgeting, product conception and development, pricing, distribution channels, and promotion.

#### Pre-Requisites

[[BA-152]] or [[BA-153]] with a minimum grade of 2.0

### MKT-322. ADVERTISING

**Credits:** 3

**Terms Offered:** Fall, Spring

A managerial analysis of the decisions involved in advertising. Topics include research, ethics, campaign design, copy, art, media, budgeting, and effectiveness.

#### Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

### MKT-324. RETAILING

**Credits:** 3

**Terms Offered:** Fall

A basic course that discusses opportunities in retailing, types of retail institutions, problems of store policy and store location, study of organizational structure of department stores, and organization and functions of all store divisions.

#### Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

**MKT-326. THE SELLING PROCESS**

**Credits:** 3

**Terms Offered:** Fall

Examines the buyer-seller relationship process of marketing products and services to consumers and organizations. Emphasis is placed on sales techniques, presentation styles, and sales management skills appropriate to the business interaction.

**Pre-Requisites**

[[MKT-221]] with a minimum grade of 2.0

**MKT-327. MARKETING SEMINAR**

**Credits:** 3

**Terms Offered:** Spring

In-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests in areas such as marketing strategy formulation, social media marketing, marketing research, new product development, international marketing, and sports marketing.

**Pre-Requisites**

[[MKT-221]] with a minimum grade of 2.0

**MKT-328. CONSUMER BEHAVIOR**

**Credits:** 3

**Terms Offered:** Spring

This course presents a survey and integration of concepts and theories that help explain or predict consumer behavior. Emphasis is on the implications of this information for marketing planning.

**Pre-Requisites**

[[MKT-221]] with a minimum grade of 2.0

**MKT-357. GLOBAL EBUSINESS**

**Credits:** 3

**Terms Offered:** Fall

This course provides students with solid experience in creating market data-driven strategies for the future success of a business. More than ever before, marketers are responsible for getting results and for generating the appropriate metrics to determine whether their objectives were achieved. The course examines an application of statistical and information analysis to marketing decisions defined as 'Marketing Analytics' in electronic environments.

**Pre-Requisites**

[[MKT-221]] with a minimum grade of 2.0

**MKT-462. MARKETING INTERNSHIP**

**Credits:** 3

**Terms Offered:** Fall, Spring, Summer

The marketing internship is designed to provide students with advanced instruction and professional experience. Through a work-based learning experience, students gain an understanding of the internship site's work, as well how it potentially relates to their academic study in a real business setting.

**Pre-Requisites**

[[MKT-221]] and [[MGT-251]] with a minimum grade of 2.0