

B.S. MARKETING

Husson's online Marketing degree program prepares students to create campaigns that integrate all channels of marketing including social media, advertising, public relations, and digital marketing. The project-based curriculum focuses on communicating an organization's brand, online persona, image, and reputation. Students learn to generate creative solutions and compelling stories that address marketing challenges while appealing to consumers. Projects and assignments will expand creative skill sets with classes in graphic design, photography, video, and web design. The program provides opportunities to work with clients and complete internships to apply in-class learning while developing a professional portfolio.

Upon completing the online Marketing degree program students will be able to:

1. Apply strategic communication in all forms including written, verbal, visual, digital, interpersonal, and interprofessional as appropriate for the profession.
2. Apply industry-wide legal and ethical standards.
3. Conduct primary research utilizing industry standard techniques and in-depth analysis to identify consumer markets and behavior along with pertinent social, economic, cultural, and political influences.
4. Evaluate the use of theory, concepts, and terminology as appropriate for the task and profession.
5. Evaluate current tools and technology to create marketing communications plans and produce commercially viable products that meet client needs.
6. Understand the history and career opportunities within the industry

GENERAL EDUCATION

BA 302	Business Ethics	3
CM 200	Interpersonal Communication	3
EH 105	College Writing	3
HE 114	Husson Experience & Building Professional Skills	3
MC 101	Introduction to Mass Communications	3
VF 245	Photography I	3
	Foreign Culture and Conversation Elective	3
	Historical Elective	3
	Lab Science Elective (Must also qualify as a Sustainability Elective)	3-4
	Literature Elective	3
	Math I Elective	3-4
	Math II Elective	3
	Philosophical Elective	3
	Psychological or Sociological Elective	3

NESCOM CORE

GV 245	Graphic Design I	3
IT 110 or IT 214	Data Exploration & Visualization Spreadsheet Concepts and Applications	3
MC 301	Career Preparation	1
VF 100	Intro to Video Production	3

NESCom Concentration

BA 211	Microeconomics	3
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BA 310	Organization and Management	3
GV 145	Design Thinking and Innovation	3
IT 202	Web Design for Non-Majors	3
MC 116	Intro to Public Relations	3
MC 314	Cross Cultural Communication	3
MK 216	Principles of Advertising	3
MK 220	Marketing Fundamentals	3
MK 228	Digital Marketing Principles and Strategies	3
MC 317	Public Relations Techniques	3
MK 322	Social Media Marketing	3
MK 326	Consumer Behavior	3
MK 338	Marketing Research	3
MK 418	Agency Practicum II	3
MK 422	Sales and Sales Management	3

NESCom Electives/Open Electives

Open Elective	24
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Total Hours **121-123**

First Year

Fall	Hours	Spring	Hours
EH 105	3	CM 200	3
HE 114	3	GV 145	3
MC 101	3	MK 220	3
MC 116	3	Literature Elective	3
IT 110 or 214	3	Math I Elective	3-4
	15		15-16

Second Year

Fall	Hours	Spring	Hours
BA 211	3	MK 228	3
GV 245	3	VF 245	3
MK 216	3	Historical Elective	3
Math II Elective	3	Philosophical Elective	3
Psychological or Sociological Elective	3	Open Elective	3
	15		15

Third Year

Fall	Hours	Spring	Hours
BA 310	3	IT 202	3
MC 314	3	MK 338	3
MC 317	3	VF 100	3
MK 322	3	Lab Science Elective (Must also qualify as a Sustainability Elective)	3-4
Open Elective	3	Open Elective	3
	15		15-16

Fourth Year

Fall	Hours	Spring	Hours
BA 302	3	MK 418	3
MC 301	1	Open Elective	3
MK 326	3	Open Elective	3
MK 422	3	Open Elective	3
Foreign Culture and Conversation Elective	3	Open Elective	3
Open Elective	3		
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	16		15

Total Hours: 121-123