

B.S. MASS COMMUNICATIONS - MARKETING COMMUNICATIONS/ MASTER OF BUSINESS ADMINISTRATION

The Marketing Communications & Master of Business Administration program prepares students for careers in public relations, advertising, social media, and marketing through theory and practice. It offers students an project-based curriculum that focuses on communicating an organization’s brand, online persona, image, and reputation. Students generate creative solutions and compelling stories that address clients’ marketing challenges while appealing to their consumers. This concentration provides opportunities for students to build their knowledge and skills with graphic design, photography, writing, video, and web design while taking core communications and marketing courses. As students progress in this concentration they will have the opportunity to work with clients and complete internships to apply what they have learned while developing a professional portfolio of work.

During years four & five of the Marketing Communications MBA program students will take an additional 30 credits of graduate business and management courses designed to develop and strengthen skills in analysis, decision-making, and implementation. The program balances strengths in the traditional areas of accounting, finance, management, and marketing with careful attention to the development of skills in communication, interpersonal relations, and leadership which are essential to effective performance in organizations.

GENERAL EDUCATION COURSES

CM 100	Speech	3
EH 105	College Writing	3
HE 111	The Husson Experience ***	1
MC 101	Introduction to Media	3
MC 236	History of Mass Communications	3
MC 400	Ethics in Media	3
PY 111	General Psychology	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		4
Math II Elective		3
Perspectives Elective		3
Philosophical Elective		3

MARKETING PROGRAM CLASSES

CM 200	Interpersonal Communication	3
DA 110	Data Exploration & Visualization	3
GV 245	Graphic Design I	3
IT 121	Computer Applications for Digital Media	3
IT 202	Web Design for Non-Majors	3
MC 116	Intro to Public Relations	3

MC 216	Principles of Advertising	3
MC 220	Introduction to Marketing	3
MC 228	Digital Marketing Principles and Strategies	3
MC 301	Career Preparation	1
MC 314	Cross Cultural Communication	3
MC 316	Advertising Campaigns	3
MC 317	Public Relations Techniques	3
MC 319	Media Marketing and Sales	3
MC 322	Social Media Marketing	3
MC 338	Communication Research Methods	3
MC 330	Mass Communications Internship (or AE/BA/EP/FA/GV/HA/IT/MC/VF Elective)	3-9
MC 406	Media Law and Regulation	3
MC 418	Marketing Communications Campaigns	3
VF 100	Intro to Video Production	3

ELECTIVES

AE/BA/EP/FA/GV/HA/IT/MC/VF	3
MC or Business-Related Electives	9
Open Elective	3

GRADUATE BUSINESS CLASSES

BA 600	Research Methods in Business and Education	3
BA 605	Management Communications	3
BA 625	Global Strategic Management	3
BA 643	Strategic Change Management	3
BA 642	Leadership in Business and Professions	3
Choose One from the following:	3	
BA 621	Marketing Management	
BA 712	Strategic Marketing for Nonprofit Organizations	
BA 720	Advanced Sales and Marketing in Hospitality	
BA 754	Strategic Selling	
Graduate Business Electives		12

Total Hours 150-157

First Year

Fall	Hours	Spring	Hours
EH 105	3	CM 100	3
HE 111 ***	1	MC 220	3
IT 121	3	VF 100	3
MC 101	3	Math I Elective	4
MC 116	3	Perspectives Elective	3
		13	16

Second Year

Fall	Hours	Spring	Hours
CM 200	3	DA 110	3
GV 245	3	MC 228	3
MC 216	3	VF 245	3
PY 111	3	Literature Elective	3

Math II Elective	3	Philosophical Elective	3
15		15	

Third Year

Fall	Hours	Spring	Hours
MC 314	3	IT 202	3
MC 316	3	MC 236	3
MC 317	3	MC 319	3
Historical Elective	3	MC 338	3
AE/BA/EP/FA/GV/HA/IT/ MC/VF	3	Lab Science Elective (Must also qualify as a sustainability elective)	3-4
15		15-16	

Fourth Year

Fall	Hours	Spring	Hours
BA 600	3	BA 621, 712, 720, or 754	3
BA 605	3	BA 642	3
MC 301	1	MC 418	3
MC 322	3	MC 406	3
MC 330 (or AE/BA/EP/FA/ GV/HA/IT/MC/VF Elective)	3-9	Foreign Culture and Conversation Elective	3
MC 400	3		
16-22		15	

Fifth Year

Fall	Hours	Spring	Hours
BA 643	3	BA 625	3
MC or Business-Related Elective	3	MC or Business-Related Elective	3
MC or Business-Related Elective	3	Graduate-Business Elective	3
Graduate-Business Elective	3	Graduate-Business Elective	3
Graduate-Business Elective	3	Open Elective	3
15		15	

Total Hours: 150-157