

# B.S. MARKETING COMMUNICATIONS

The Marketing Communications degree combines business knowledge with communication skills to prepares students for careers in marketing, public relations, advertising, social media, and sales through theory and practice. It offers students a project-based curriculum that focuses on communicating an organization's brand, online persona, image, and reputation to generate sales and revenue. 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, 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 as part of a student-run agency and complete internships to apply what they have learned while developing a professional portfolio of work.

Upon completing the Marketing Communications 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 Electives

BA 302	Business Ethics	3
CM 100	Speech	3
or CM 200	Interpersonal Communication	
EH 105	College Writing	3
HE 111	The Husson Experience ***	1
MC 101	Introduction to Mass Communications	3
VF 245	Photography I	3
Foreign Culture and Conversation Elective		3
Historical Elective		3
Literature Elective		3
Math I Elective		4
Math II Elective		3
Lab Science Elective (Must also qualify as Sustainability)		3-4
Philosophical Elective		3
Psychological/Sociological Elective		3
<b>NESCom Core</b>		
IT 121	Computer Applications for Digital Media	3

or IT 214	Spreadsheet Concepts and Applications	
GV 245	Graphic Design I	3
MC 301	Career Preparation	1
VF 100	Intro to Video Production	3
AE/GV/IT/MC/MK/VF/XR		3
<b>Marketing Concentration</b>		
BA 210	Economics Overview for Non-Business Majors	3
BA 310	Organization and Management	3
GV 145	Design Thinking and Innovation	3
IT 110	Data Exploration & Visualization	3
IT 202	Web Design for Non-Majors	3
MC 116	Intro to Public Relations	3
MK 216	Principles of Advertising	3
MK 220	Marketing Fundamentals	3
MK 228	Digital Marketing Principles and Strategies	3
MC 314	Cross Cultural Communication	3
MK 315	Agency Practicum I (Or AE/BA/FA/HA/IT/MK/SM/VF/XR Elective)	3
MC 317	Public Relations Techniques	3
MK 322	Social Media Marketing	3
MK 326	Consumer Behavior	3
MK 330	Marketing Communications Internship (Or AE/BA/FA/HA/IT/MK/SM/VF/XR Elective)	3
MK 338	Marketing Research	3
MK 418	Agency Practicum II	3
MK 422	Sales and Sales Management	3
<b>NESCom Electives / Open</b>		
AE/BA/FA/HA/IT/MK/SM/VF/XR		6
Open Elective		6
<b>Total Hours</b>		<b>120-121</b>

## First Year

Fall	Hours	Spring	Hours
EH 105	3	CM 100 or 200	3
HE 111 ***	1	GV 145	3
IT 121 or 214	3	MK 220	3
MC 101 or BA 101	3	Math I Elective	4
MC 116	3	Literature Elective	3
		<b>13</b>	<b>16</b>

## Second Year

Fall	Hours	Spring	Hours
BA 210	3	IT 110	3
GV 245	3	MK 228	3
MK 216	3	VF 245	3
Math II Elective	3	Historical Elective	3
Psychological or Sociological Elective	3	Philosophical Elective	3
		<b>15</b>	<b>15</b>

**Third Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
BA 310	3	MK 338	3
MC 314	3	IT 202	3
MC 317	3	VF 100	3
MK 322	3	Lab Science Elective (Must also qualify as a sustainability elective)	3-4
AE/BA/FA/HA/IT/MK/SM/ VF/XR Elective	3	Open Elective	3
<b>15</b>		<b>15-16</b>	

**Fourth Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
BA 302	3	MK 330 (Or AE/BA/FA/HA/ IT/MK/SM/VF/XR Elective)	3
MC 301	1	MK 418	3
MK 315 (Or AE/BA/FA/HA/ IT/MK/SM/VF/XR Elective)	3	AE/GV/IT/MC/MK/VF/XR Elective	3
MK 326	3	AE/BA/FA/HA/IT/MK/SM/ VF/XR Elective	3
MK 422	3	Open Elective	3
Foreign Culture and Conversation Elective	3		
<b>16</b>		<b>15</b>	

**Total Hours: 120-121**

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May not be required for degree completion.