Marketing Communication, B.S. major

Required Credits: 51
Required GPA: 2.25

I REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- MASC 1840 Introduction to Media Writing (3 credits)
- MASC 2600 Principles of Advertising (3 credits)
- MASC 2690 Principles of Public Relations (3 credits)
- MASC 4892 Senior Thesis/Project (3 credits)

SELECT 1 OF THE FOLLOWING COURSES:

- MASC 3500 Media Design (3 credits)
- MASC 3470 Multimedia Marketing Communication (3 credits)

SELECT 1 OF THE FOLLOWING COURSES:

- MASC 3270 Media Theory and Criticism (3 credits)
- MASC 4110 Media Research Methods (3 credits)

SELECT 1 OF THE FOLLOWING COURSES, 3-6 credits:

- MASC 3970 Internship (3 credits)
- MASC 4970 Internship (3 credits)
- BUAD 4970 Internship (1-12 credits)

MASC Electives numbered 2000 or above

II REQUIRED ELECTIVES

COMPLETE MASC ELECTIVES AT THE 2000 LEVEL OR ABOVE (6 CREDITS)

Suggested semester schedule for Marketing Communication B.S. major

The following is a list of required Marketing Communication Major, B.S. courses by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

Freshman

- MASC 1840 Introduction to Media Writing (3 credits)
- Liberal Education requirements

Sophomore

- MASC 2600 Principles of Advertising (3 credits)
- MASC 2690 Principles of Public Relations (3 credits)
- MASC 3500 Media Design (3 credits)
  or MASC 3470 Multimedia Marketing Communication (3 credits)
- Liberal Education requirements

Junior