



# Marketing Communication, B.S. *major*

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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)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (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)

## 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

- 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 3500 Media Design (3 credits)  
or MASC 3470 Multimedia Marketing Communication (3 credits)
- Liberal Education requirements

#### Senior

- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 4110 Media Research Methods (3 credits)
- MASC 4892 Senior Thesis/Project (3 credits)
- MASC 3970 Internship (3 credits)  
or MASC 4970 Internship (3 credits)  
or BUAD 4970 Internship (1-12 credits)
- MASC Electives numbered 2000 or above
- Liberal Education requirements