



Marketing Communication, B.S. *major*

Required Credits: 54

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 Advertising (3 credits)
- MASC 2690 Public Relations (3 credits)
- MASC 3270 Media Theory and Criticism (3 credits)
- MASC 3470 Multimedia Marketing Communication (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 4110 Capstone Preparation (3 credits)
- MASC 4892 Capstone Project (3 credits)

SELECT 1 OF THE FOLLOWING COURSES, 3 credits:

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

II REQUIRED ELECTIVES

COMPLETE ANY MASC ELECTIVE AT THE 2000 LEVEL OR ABOVE (3 CREDITS)

SUGGESTED SEMESTER SCHEDULE FOR MARKETING COMMUNICATION, B.S. MAJOR

The following is a list of required Marketing Communication, B.S. major 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
 - MASC 1100 fulfills Goal Area 9

Sophomore

- MASC 2600 Advertising (3 credits)
- MASC 2690 Public Relations (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3270 Media Theory and Criticism (3 credits)
- BUAD 3361 Marketing (3 credits)
- MASC Electives numbered 2000 or above (3 credits)
- Liberal Education Requirements

Junior

- BUAD 3351 Management (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3569 E-Marketing (3 credits)

- BUAD 4467 Marketing Research (3 credits)
- MASC 3470 Multimedia Marketing Communication (3 credits)
- MASC Electives numbered 2000 or above (3 credits)
- Liberal Education Requirements

Senior

- BUAD 3568 Personal Selling (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 4110 Capstone Preparation (3 credits)
- MASC 4892 Capstone Project (3 credits)
- MASC 4970 Internship (3 credits)
or BUAD 4970 Internship (1-12 credits) taken for 3 credits
- MASC Electives numbered 2000 or above (3 credits)
- Liberal Education Requirements