



Marketing Communication, B.S. *major*

Required Credits: 56

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 Computer Application in Promotion Management (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 3460 Multimedia Production (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, 3-12 credits:

MASC 3970/4970 - Internship OR

BUAD 4970 - Internship

COMPLETE 8 SEMESTER CREDITS OF FOREIGN LANGUAGE WITH A GRADE OF 'B' OR BETTER.

II REQUIRED ELECTIVES

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

SUGGESTED SEMESTER SCHEDULE

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 3460 Multimedia Production (3 credits)
- MASC 2600 Principles of Advertising (3 credits)
- MASC 2690 Principles of Public Relations (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 Computer Application in Promotion Management (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 Elective numbered 2000 or above
- Liberal Education requirements