



# Marketing Communication, B.S. *major*

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Required Credits: 60

Required GPA: 2.25

## I REQUIRED COURSES

Complete the following courses:

- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3500 Marketing Analytics (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 2243 Video Editing (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 2850 Media Writing I (3 credits)
- MASC 3260 Public Relations (3 credits)
- MASC 3270 Media and Social Change (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC 4220 Multimedia Marketing (3 credits)
- MASC 4840 Portfolio (3 credits)

Select 1 of the following courses, 3 credits:

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

- Liberal Education Requirements

### Sophomore

- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- MASC 2243 Video Editing (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 2850 Media Writing I (3 credits)
- Liberal Education Requirements

### Junior

- BUAD 3467 Advertising Management (3 credits)
- BUAD 3500 Marketing Analytics (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- MASC 3260 Public Relations (3 credits)
- MASC 3270 Media and Social Change (3 credits)

- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC 4970 Internship (1-12 credits) (taken for 3 credits)  
or BUAD 4970 Internship (1-12 credits) (taken for 3 credits)
- Liberal Education Requirements

### Senior

- BUAD 3568 Personal Selling (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 4220 Multimedia Marketing (3 credits)
- MASC 4840 Portfolio (3 credits)
- MASC 4970 Internship (1-12 credits) (taken for 3 credits)  
or BUAD 4970 Internship (1-12 credits) (taken for 3 credits)
- Liberal Education Requirements