



Marketing Communication, B.S. *major*

A total of 120 semester credits are needed for the **Marketing Communication B.S.** degree and include the following:

- 40 upper division credits (level 3000/4000)
- 60 required major core credits
- Completion of Core Curriculum credits (Minnesota Transfer Curriculum [MnTC] Goal Areas 1-10) - required for all baccalaureate degrees
- Completion of BSU Focus and Nisidotaading Course Requirements

Dual Degrees

Students wishing to complete two degrees concurrently, (example: Bachelor of Science and Bachelor of Arts) must complete a minimum of an additional 30 credits above the required 120 credits.

Multiple Credentials

Any additional major, minor or certificate in a degree must have at least 6 credits of course work not used to meet the requirements of another major, minor or certificate in the degree.

Required Credits: 60

Required GPA: 2.25

REQUIRED COURSES

Complete the following courses:

- BUSN 2280 Computer Business Applications (3 credits)
- BUSN 3351 Management (3 credits)
- BUSN 3361 Marketing (3 credits)
- BUSN 3467 Advertising Management (3 credits)
- BUSN 3500 Marketing Analytics (3 credits)
- BUSN 3567 Consumer Behavior (3 credits)
- BUSN 3568 Professional Selling (3 credits)
- BUSN 3569 Digital Marketing (3 credits)
- BUSN 4467 Marketing Research (3 credits)
- BUSN 4468 Marketing Management (3 credits)
- MCOM 2243 Video Editing (3 credits)
- MCOM 2250 Video Production (3 credits)
- MCOM 2850 Media Writing I (3 credits)
- MCOM 3260 Public Relations (3 credits)
- MCOM 3270 Media and Social Change (3 credits)
- MCOM 3500 Media Design (3 credits)
- MCOM 3600 Social Media Marketing (3 credits)
- MCOM 4220 Multimedia Marketing (3 credits)
- MCOM 4840 Portfolio (3 credits)

Select 1 of the following courses, 3 credits:

- MCOM 4970 Internship (1-12 credits)
- BUSN 4970 Internship (1-12 credits)