

Marketing and Communication (BA)

Catherine Ferris McPherson, Coordinator

This interdisciplinary field combines integrated marketing and communication studies. Students develop skills in oral presentation, writing, critical thinking, and visual literacy. They also acquire knowledge about the media, market research, target audiences and consumer behavior. The major prepares students for work in a wide range of careers in business, mass media, non-profits, graduate school, as well as to pursue their passions in civic and global engagement.

Civic Engagement and International Experience

- Internships provide non-profit organizations and governmental offices with public relations, advertising, video production, writing, and editing.
- Students may conduct internships with local media, as well as with the Office of External Affairs.
- Class projects require production of materials, including short documentaries, news releases, and integrated marketing communication campaigns, for nonprofit organizations.
- Seniors may choose a civic or global engagement focused case study, thesis, or a project, e.g., developing the social media plan for a Veterans Administration Hospital.

Department: Business

Type: Major

Requirements for the Major in Marketing and Communication

Undergraduate residential programs and MBU Online

***Note:** MKTC 401 Independent Research may serve as a required course for some students who meet discipline requirements.

Item #	Title	Credits
COMM 100	PUBLIC SPEAKING (O)	3
COMM 115	MASS COMMUNICATION (S)	3
INT 222	SOCIAL SCIENCE STATISTICS (Q)	3
ART 117	SOFTWARE IN THE VISUAL ARTS (A)	3
BUAD 202	ORGANIZATIONAL BEHAVIOR	3
COMM 245	SOCIAL MEDIA	3
COMM 345	SOCIAL MEDIA RESEARCH (R)	3
ENG 251	PROFESSIONAL WRITING (CW)	3
	BUAD 230 OR MKTC 230	3
MKTC 300	PERSUASIVE COMPAGNS	3
	MKTC 387 OR COMM 287	3
MKTC 400	SENIOR SEMINAR (M)	3

Students with an emphasis in Communication Studies, choose three (3) courses from:

Item #	Title	Credits
COMM 221	MASS MEDIA WRITING (W)	3
COMM 240	ADVERTISING	3
COMM 260	PUBLIC RELATIONS	3
COMM 280	INTERCULTURAL COMMUNICATION (I)	3
FILM 119	INTRODUCTION TO FILM/VIDEO PRODUCTION	3
COMM 119	REGISTER FOR FILM 119	3
MKTC 401	INDEPENDENT RESEARCH	3

Or

Students with an emphasis in Integrated Marketing choose three (3) courses from

Item #	Title	Credits
COMM 221	MASS MEDIA WRITING (W)	3
COMM 240	ADVERTISING	3
COMM 260	PUBLIC RELATIONS	3
MKTC 401	INDEPENDENT RESEARCH	3
BUAD 336	CROSS-CULTURAL GLOBAL MARKETING(IW)	3
BUAD 338	AUDIENCE INSIGHTS & ANALYSIS	3
BUAD 362	BUYER BEHAVIOR	3
BUAD 375	BUILDING SUSTAINABLE BRANDS	3

RECOMMENDED (but not required):

Item #	Title	Credits
BUAD 208	ACCOUNTING PRINCIPLES	3
BUAD 250	GENDER IN THE WORKPLACE (G)	3
	Total credits:	45