

Marketing Communications Major

Student Name: _____

| Requirements for Major | | | | | | |
|------------------------|---------------|---|-----------------|------------|----------------------|--------------|
| Course Prefix | Course Number | Major Requirements (<i>Pre-Requisite</i>) | Liberal Studies | Req. Hours | Semester Taught | Earned Hours |
| BSHS | 210 | Statistical Analysis | QR | 3 | Fall & Spring | |
| BUSA | 100 | Introduction to Business | CW | 3 | Fall & Spring | |
| BUSA | 225 | Fundamentals of Accounting and Finance | | 3 | Fall | |
| BUSA | 300 | Principles of Marketing | | 3 | Fall and Spring | |
| BUSA | 301 | Principles of Management | | 3 | Fall | |
| BUSA | 317 or 318 | Business Law I Or Business Law II | | 3 3 | Fall or Spring | |
| BUSA | 325 | Marketing Research | | 3 | Spring | |
| BUSA | 335 | Business Information Systems | | 3 | Spring | |
| BUSA | 341 | Social Media Marketing | | 3 | Spring | |
| BUSA | 345 | Consumer Behavior | | 3 | Fall | |
| BUSA | 360 | Business Communication | | 3 | Fall & Spring | |
| BUSA | 375 | Promotional Strategy | | 3 | Fall | |
| BUSA | 391 | Digital Website and Mobile Management | | 3 | Spring | |
| BUSA | 405 | Business Finance | | 3 | Fall | |
| BUSA | 445 | Strategic Management | | 3 | Spring | |
| BUSA | 450 | Business Leadership and Ethics | | 3 | Fall | |
| BUSA | 481 | Marketing Strategy Capstone | | 3 | Spring | |
| COMM | 145 | Media Productions I | | 3 | Fall | |
| COMM | 200 | Introduction to Media Writing | | 3 | Fall | |

| | | | | | | |
|---------------------------|-----|--|--|-----------|-----------|--|
| Or ENGL | 275 | Or Writing in the Digital Age: Crafting Multimedia | | | Or Spring | |
| COMM | 240 | Public Relations I | | 3 | Fall | |
| ECON | 205 | Principles of Macroeconomics | | 3 | Fall | |
| ECON | 206 | Principles of Microeconomics | | 3 | Spring | |
| Total Major Hours: | | | | 66 | | |

| DEGREE REQUIREMENTS | | | |
|--------------------------------|--|------------|--|
| BACHELOR OF ARTS: | | | |
| Total Hours in Major: | | 66 | |
| Foundational Courses: | | 12 | |
| Liberal Studies: | | 24 | |
| Suggested Courses: | | | |
| ELECTIVES: | | 18 | |
| TOTAL GRADUATION HOURS: | | 120 | |

SUGGESTED SEQUENCE

Major: Marketing Communications Major

| FALL OF YEAR ONE | | | SPRING OF YEAR ONE | | |
|------------------|--------------------------------------|----|--------------------|--|----|
| BUSA225 | Fundamentals of Accounting & Finance | 3 | SCTH130 | HE: Public Speaking: The Art of Oral Communication | 3 |
| ENGL120 | Intro. English Composition | 3 | ENGL121 | Intermediate English Composition | 3 |
| | Liberal Arts Elective | 3 | BUSA 100 | Introduction to Business | 3 |
| | Liberal Arts Elective | 3 | | Liberal Arts Elective | 3 |
| | Liberal Arts Elective | 3 | | Liberal Arts Elective | |
| | Total | 15 | | Total | 15 |

| FALL OF YEAR TWO | | | SPRING OF YEAR TWO | | |
|------------------|------------------------------|----|--------------------|-----------------------------------|----|
| BUSA225 | Fund of Acct & Finance | 3 | BSHS 210 | Statistical Analysis | 3 |
| ECON 205 | Principles of Macroeconomics | 3 | ECON 206 | Principles of Microeconomics | 3 |
| BUSA 300 | Principles of Marketing | 3 | BUSA 317 or 318 | Business Law I or Business Law II | 3 |
| COMM 145 | Media Production I | 3 | | Liberal Arts Elective | 3 |
| | Liberal Arts Elective | 3 | | Liberal Arts Elective | 3 |
| | Total | 15 | | Total | 15 |

| FALL OF YEAR THREE | | | SPRING OF YEAR THREE | | |
|----------------------------|---|----|----------------------|-------------------------------------|----|
| BUSA 375 | Promotional Strategy | 3 | BUSA 391 | Digital Website & Mobile Management | 3 |
| BUSA 345 | Consumer Behavior | 3 | BUSA 335 | Business Information Systems | 3 |
| COMM 200 or ENGL 275 | Introduction to Media Writing Or Writing in the Digital Age: Crafting Multimedia | 3 | BUSA 341 | Social Media Marketing | 3 |
| COMM 240 | Public Relations I | 3 | BUSA 325 | Market Research | 3 |
| | Elective | 3 | | Elective | 3 |
| | | 15 | | Total | 15 |

| FALL OF YEAR FOUR | | | SPRING OF YEAR FOUR | | |
|-------------------|------------------------------|----|---------------------|-----------------------------|----|
| BUSA 405 | Business Finance | 3 | BUSA 445 | Strategic Management | 3 |
| BUSA 360 | Business Communication | 3 | BUSA 481 | Marketing Strategy Capstone | 3 |
| BUSA 450 | Business Leadership & Ethics | 3 | | Elective | 3 |
| | Elective | 3 | | Elective | 3 |
| | Elective | 3 | | Elective | 3 |
| | Total | 15 | | Total | 15 |

Total Hours = 120 Hours