

Marketing Communication Track

University Proficiencies						
	Cr	R		Cr	R	
Writing Proficiency Needed	X		ENGL 111 Composition (if needed)	3		
ENGL 102 Basic English Skills (if needed)	2		EXER 101 Lifetime Health Awareness	1		
Core Curriculum Requirements						
BUSN/COMM 100 University Seminar	1		BIBL 111 Essential Christianity	3		
COMM/ENGL 205 Effective Communication or equivalent	3		BIBL 115 Old Testament Literature	3		
MATH 210 Statistics (or equivalent)	3		BIBL 116 New Testament Literature	3		
Science without lab _____	3		BIBL 360-370 Bible book study course	3		
Science with Lab _____	4		THEO 320 Pentecost	3		
Christian Stewardship: FIN 138 Personal Finance	3		ICST 454 Global Culture & Compassion & Lab	3		
Healthy Relationships: PSYC 138 Healthy Relationships (preferred); PSYC 112 Intro to Psychology	3		Reading & Imagination: Literature options	3		
Historical Inquiry: GOVT 170 Am Govt; HIST 111/112 Am Hist; HIST 115/116 Wrld Civ; SSCI 220 Order	3		Artistic Expression: COMF 220, COMM 345, COPH 215, ART 110 or other options	3		
Behavioral/Social Science Option: ECON 212 Macroeconomics or any social/behavioral science	3		Humanities Options: COMM 211, COMM 113, or MGMT 435 Business Ethics	3		
Marketing Communication Track Requirements						
ACCT 239 Spreadsheets	B	3	COEM 175 Introduction to Electronic Media	B	3	
ECON 212 Principles of Macroeconomics	B	3	COMM 214 Media Writing	B	3	
MGMT 331 Business Law	B	3	COMR 231 Strategic Communication	S	3	
MRKT 239 Principles of Marketing	B	3	COMR 333 Advertising: Principles & Practice	F	3	
MRKT 332 Consumer Behavior	B	3	COMR 352 Public Relations: Principles & Practices	F	3	
MRKT 341 Promotions Management	F	3	Communication Elective* _____		3	
MRKT 347 International Business	B	3	Communication Elective* _____		3	
MRKT 441 Marketing Research	F	3	Communication Elective* _____		3	
MRKT 446 Marketing Management	S	3	COMR 318 Pub. Rel. & Advertising Workshop	B	1	
MRKT 389 Digital Marketing	S	3	Communication Workshop _____	B	1	
Choice: ACCT 231, MGMT, MRKT or other		3	Communication Workshop _____	B	1	
BUSN 496 or COMM 496 Senior Seminar	B	1	COMM 470 Capstone in Communication	S	1	
TOTAL HOURS FOR MARKETING COMMUNICATION TRACK IN BUSINESS AND COMMUNICATION					62	
Frq = Frequency: B-both; F-fall; S-spring; O-odd yrs; E-even yrs				Total Hours required for graduation		124
Bachelor of Arts or Science credits needed: BA/BS course _____ BA/BS course _____						6-8

IMPORTANT NOTES

Electives for Business and Communication:

1. Requirements that include elective course choices should be worked out with your adviser.
2. **No course may be used twice within the Marketing Communication area.**
3. A general education course may count for both general education and the MC track if upper division in number.
4. Communication courses marked with an * must be selected from the following courses:

COMR 372 Social Media Strategies and Techniques

COMR 361 Integrated Marketing Communication & Production

COEM 232 Video Production with Lab

COMD 265 Digital Design & Analysis

COMD 305 Media Graphics with Photoshop & Illustrator

COMM 233 Persuasion & Debate

COMM 246 Interpersonal and Communication Theory

COMM 314 Reporting & Storytelling

COMM 345 Desktop Publishing

COMM 381 Generative AI in Media Creation

English and Other Proficiencies:

1. Students with ACT English less than 26 or SAT Writing less than 590 must gain proficiency before taking COMM 205 Effective Communication. Requirements :
 - a. ACT English ≤ 15 , SAT Writing ≤ 22 , CLT Writing ≤ 18 , ACCUPLACER ≤ 236 = ENGL 100
 - b. ACT English 16-19, SAT Writing 23-27, CLT Writing 19-23, ACCUPLACER 237-249 = ENGL 102 w/LAB (grade of C- or higher goes to ENGL 111)
 - c. ACT English 20-23, SAT Writing 28-30, CLT Writing 24-29, ACCUPLACER 250-262 = ENGL 111 (Passing grade is English Proficient)
 - d. ACT English 24-25, SAT Writing 31-32, CLT Writing 30-31 = May step up to COMM 205 or take ENGL 111
 - e. ACT English ≥ 26 , SAT Writing ≥ 33 , CLT Writing ≥ 32 , ACCUPLACER ≥ 263 = COMM 205
2. To meet graduation requirement, students must meet the lifetime health, writing and math proficiencies. Please see your advisor for more information.

THE MARKETING COMMUNICATION TRACK IS A DOUBLE CONCENTRATION PROGRAM (NO MAJOR) THAT CREATES A COMPREHENSIVE PROGRAM OF STUDY THAT DOES NOT REQUIRE A MINOR FOR GRADUATION.