**Marketing Communications Major**

**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Requirements for Major** | | | | | | |
| **Course**  **Prefix** | **Course**  **Number** | **Major Requirements *(Pre-Requisite)*** | **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  Or  ENGL | 200  275 | Introduction to Media Writing  Or  Writing in the Digital Age: Crafting Multimedia |  | 3 | Fall  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** | | |

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| **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

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| **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 |

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| 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 |

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| 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 |

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| 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**