

## MARKETING AND COMMUNICATION MAJOR

45 s.h. required. All courses 3 s.h.

### Required Core Courses:

### OR Transfer course VCCS listed\*

_____ COMM 100	Public Speaking (O)	CST 100, 105 or 110
_____ COMM 115	Mass Communication (S)	CST 114
_____ INT 222	Social Science Statistics (Q)	BUS 221, MTH 157/155, or MTH 240/241/245
_____ ART 117	Software in Visual Arts	ART 180
_____ BUAD 202	Org. Behav. & Interpersonal Communication	BUS 201 or CST 126
_____ COMM 245	Social Media	
_____ COMM 3XX	Social Media Research (R)	
_____ INT 251	Professional Writing (C) (W)	
_____ MKTC 230	Marketing Principles	MKT 100
_____ MKTC 300	Persuasive Campaigns	
_____ MKTC 387		
_____ or COMM 287	Internship	
_____ MKTC 400	Senior Seminar	

### Plus *either*:

### Emphasis in Integrated Marketing, choose three (3) courses:

_____ COMM 221	Media Writing (W)	
_____ COMM 240	Advertising	MKT 220
_____ COMM 260	Public Relations	MKT 221
_____ MKTC 401	Supervised Research	
_____ BUAD 336	Multinational Marketing (W) (D)	MKT 275
_____ BUAD 338	Audience Insight & Analysis	MKT 229
_____ BUAD 362	Buyer Behavior	MKT 271
_____ BUAD 3XX	Building Sustainable Brands	

### Or:

### Emphasis in Communication Studies, choose three (3) courses:

_____ COMM 119	Video Production	ART 160
_____ COMM 219	Advanced Video Prod	ART 161
_____ COMM 221	Media Writing (W)	
_____ COMM 240	Advertising	MKT 220
_____ COMM 260	Public Relations	MKT 221
_____ COMM 280	Intercultural Comm (I)	CST 229
_____ MKTC 401	Supervised Research	