

# INTEGRATED MARKETING AND COMMUNICATION

## Bachelor of Applied Science Checklist

- Review the Program Admission requirements.
- View the General Education Matrix for a complete list of qualifying courses.
- Fulfill the College Degree Requirements in conjunction with this degree plan.
- Consult an Academic Advisor to ensure all academic requirements are met.

## Summary

Foundation	33
Major	51
General Education	38
Digital Literacy	
<b>Total Credits</b>	<b>122</b>

## Degree Plan Foundation

ENGL 125	Introduction to Professional Writing	3
COMM 200	Introduction to Media Writing	3
COMM 206	Digital Communication Fundamentals	3
BADM 201	Principles of Marketing	3
BADM 236	International Business	3
BADM 281	Organizational Behavior	3
ART 182	Graphic Design I	3
COMM 213	Publications	3
COMM 218	Public Relations Principles	3
PHIL 210	Ethics	3
COMM 224	Social Media Foundations	3
<b>Total Credits</b>		<b>33</b>

## Major

COMM 327	Industry Communication	3
MGMT 381	Project Management Fundamentals	3
BADM 310	Digital Marketing	3
BADM 415	Strategic Marketing Research	3
LEAD 317	Relationship Building	3
ENGL 410	Writing for the Professions	3
BADM 370	Advertising and Promotions	3
COMM 414	Social Media Management	3
COMM 425	Crisis Communication	3
COMM 316	Intercultural Communication	3
COMM 301	Introduction to Integrated Marketing Communication	3
PHIL 441	Ethics in Artificial Intelligence (AI)	3
COMM 377	Emerging Media and Technologies	3
BADM 367	Consumer Behavior	3
BADM 425	Brand Management	3
COMM 397	Cooperative Education/Internship	3

COMM 497	Cooperative Education/Internship	3
<b>Total Credits</b>		<b>51</b>

## General Education

### Written Communications

ENGL 110	College Composition I	3
ENGL 120	College Composition II	3
<b>Credits Subtotal</b>		<b>6</b>

### Oral Communications

COMM 110	Fundamentals of Public Speaking	3
<b>Credits Subtotal</b>		<b>3</b>

### Arts & Humanities

SPAN 101	First Year Spanish I	4
SPAN 102	First Year Spanish II	4
<b>Credits Subtotal</b>		<b>8</b>

### Social & Behavioral Sciences

COMM 112	Understanding Media and Social Change	3
COMM 212	Interpersonal Communication	3
SOC 110	Introduction to Sociology	3
SOC 235	Cultural Diversity	3
<b>Credits Subtotal</b>		<b>12</b>

### Business, Math, Science & Technology

MATH 210	Elementary Statistics	3
BADM 210	Advertising I	3
BADM 240	Sales	3
<b>Credits Subtotal</b>		<b>9</b>

<b>General Education Total Credits</b>		<b>38</b>
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## Digital Literacy

Select one of the following:

ENGL 110	College Composition I
NDUS Institution Approved Training Course	
NDUS Institution Designated Digital Literacy Course	