

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	
Total Credits	122

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
Total Credits		33

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
Total Credits		51

General Education

Written Communications

ENGL 110	College Composition I	3
ENGL 120	College Composition II	3
Credits Subtotal		6

Oral Communications

COMM 110	Fundamentals of Public Speaking	3
Credits Subtotal		3

Arts & Humanities

SPAN 101	First Year Spanish I	4
SPAN 102	First Year Spanish II	4
Credits Subtotal		8

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
Credits Subtotal		12

Business, Math, Science & Technology

MATH 210	Elementary Statistics	3
BADM 210	Advertising I	3
BADM 240	Sales	3
Credits Subtotal		9

General Education Total Credits

38

Digital Literacy

Select one of the following:

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