

# INTEGRATED MARKETING AND COMMUNICATION

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## Overview

**Degrees Offered:** BAS

**Program Begins:** Fall, Spring, Summer

**Delivery Method:** Online, On Campus

**Phone:** 701-224-5486

**Email:** bsc.has@bismarckstate.edu

## Description

The Bachelor of Applied Science (BAS) program in Integrated Marketing and Communication prepares students for leadership roles in the rapidly evolving marketing and communication industry. Students will gain a deep understanding of the theoretical foundations and practical applications of marketing, advertising, public relations, digital media, and strategic communication. The program emphasizes the integration of multiple communication channels – such as digital media, social media, print, broadcast, and face-to-face communication – to create consistent, targeted messaging that resonates with customers and stakeholders.

Students will learn to craft persuasive marketing campaigns, develop brand strategies, and leverage data analytics to measure and improve marketing effectiveness. The program also provides a strong foundation in leadership, strategic planning, and project management, equipping graduates to lead teams, manage complex communication projects, and make informed decisions in a fast-paced business environment.

## Preparation

This program is designed to allow a student to be admitted as either a transfer applicant or as a direct enrolled applicant. Refer to the Program Admission (p. 1) tab for additional admission requirements.

Students enrolling in the Integrated Marketing and Communication program may begin with Bismarck State College's Strategic Communication AAS, which stacks directly into the BAS degree for a seamless transition. Transfer applicants may also be admitted with an Associate in Applied Science, Associate in Arts, or Associate in Science degree from an accredited institution recognized by BSC. Previous college coursework, along with relevant industry experience and/or military training, may be considered to determine eligibility.

## Requirements

Students should have an interest in communication, business, marketing, public relations, and working with people. Students who complete the curriculum requirements receive a Bachelor of Applied Science in Integrated Marketing and Communication.

## Career Opportunities

Media and communication workers are up over 50%. This degree prepares graduates for careers as a marketing manager, public relations specialist, social media strategist, brand manager, advertising account executive, digital marketing specialist, media relations coordinator, or marketing communications director.

## College Admission

Review BSC's How to Apply page and complete the college admission requirements.

## Program Admission

The Bachelor of Applied Science in Integrated Marketing and Communication is designed for qualified students to be directly admitted. In addition to being admitted to BSC, students must meet program requirements based on their status:

### First-Year Applicant

A student who has no prior postsecondary experience or who has earned less than 24 semester credits or 36 quarter credits. Students who earned college credits while still in high school are considered first-year applicants.

Students must apply and be accepted at BSC as degree seeking, in addition to the following requirements:

1. Minimum high school cumulative grade point average – 2.00+
2. Completion of high school core course requirements:
  - a. English: four units
  - b. Mathematics: Algebra I or above – three units
  - c. Laboratory Science: three units
  - d. Social Science: three units

**Notes:**

- Successful completion of a GED exam meets the qualifications for both #1 and #2 above.
- Applicants 25 years of age or older on the first day of class are exempt from the high school core requirements.
- Students who don't meet requirements #1 and #2 will begin their college career in Strategic Communication AAS.
- After the completion of one semester of BSC enrollment with a 2.00 cumulative GPA, a student may request a program change into the Integrated Marketing and Communication Bachelor of Applied Science program.

**Transfer Applicant**

A student who has earned 24 semester credits or 36 quarter credits from an accredited post-secondary institution.

Students must apply and be accepted at BSC as degree seeking, in addition to the following requirements:

1. Cumulative grade point average – 2.00+ on all accredited post-secondary institutions attended.
2. Student must not be on dismissed or suspension status at their most recently attended institution.

**Notes:**

- Students who don't meet requirements #1 and #2 will begin their college career in Strategic Communication AAS.
- After the completion of one semester of BSC enrollment with a 2.00 cumulative GPA, a student may request a program change into the Integrated Marketing and Communication Bachelor of Applied Science program.

**Returning Applicant**

Returning to BSC following a break in enrollment or graduation.

Students must apply and be accepted at BSC as degree seeking, in addition to the following requirements:

1. Cumulative grade point average – 2.00+ on credits from all prior accredited post-secondary institutions attended, including BSC.
2. Student must not be on dismissed or suspension status.

**Notes:**

- Students who don't meet requirements #1 and #2 will begin their college career in Strategic Communication AAS.
- After the completion of one semester of BSC enrollment with a 2.00 cumulative GPA, a student may request a program change into the Integrated Marketing and Communication Bachelor of Applied Science program.

## Degree Plans

- Integrated Marketing and Communication Bachelor of Applied Science

## Program Learning Outcomes

Upon graduation, Integrated Marketing and Communication students will be able to:

- Develop strategies for creating, delivering, and promoting value to customers and stakeholders across various platforms.
- Create effective, persuasive, and audience-tailored messages across multiple communication channels (print, digital, social media).
- Analyze and measure the effectiveness of digital marketing campaigns using analytics tools and performance metrics.
- Develop strategies for brand positioning, development, and storytelling across different media.
- Manage communication strategies that connect various departments and stakeholders within an organization, ensuring alignment of marketing and communication efforts.