

# B.B.A. in Marketing and Commun. Strategy

[Overview](#)[Degree Requirements](#)

## Description

The marketing and communication strategy major prepares students for careers in marketing, advertising, public relations, or brand management. Students develop a unique combination of skill sets from marketing and journalism that include expertise in communicating across a variety of multimedia platforms, analyzing market trends in order to build strong brands and engage consumers, and creating new and imaginative ideas by developing unique integrated campaigns.

## Minimum Total Credit Hours: 120

### General Education Requirements

The general education requirements for the B.B.A. include:

- Writ 100 or Writ 101 and Writ 102 or Liba 102 (3, 3);
- humanities (history, philosophy, or modern languages) (3, 3);
- English literature (Eng 221-226) (3);
- Math 261/262 or 267/268 or 271/272 (6);
- lab science (astronomy, biology, chemistry, geology, or physics) (3/4, 3/4);
- fine arts (art, art history, dance, music, or theatre arts) (3);
- behavioral or social science (psychology, sociology, anthropology, or political science) (3).

## Course Requirements

Requirements for the major in marketing and communication strategy include:

- Accy 201, 202 (3, 3)
- Econ 202, 203 (3, 3)
- Bus/Econ 230 (3)
- Bus 271 (3)
- Bus 250 (3)
- 300 level or above business electives (6)
- Fin 331 (3)
- Bus/Econ 302 (3)
- Mktg 372 (3)
- Mktg 351 (3)
- Mgmt 371 (3)
- MIS 309 (3)
- Mgmt 493 (3).

In addition to the above core, the major in marketing and communication strategy requires:

- IMC 205 (3), Jour 371 (3)
- IMC 391 (3), and IMC 491 or IMC 492 (3)
- Mktg 353 (3), Mktg 367 (3), Mktg 451 (3), Mktg 452 (3), and Mktg 465 (3)

## Other Academic Requirements

See School of Business Administration Academic Requirements for rules on when business students may enroll in specialty major coursework. No student may enroll for more than 18 semester hours unless approved by the Dean's Office.

