

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

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## 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 first-year composition (6); humanities (3); fine arts (3); humanities or fine arts (3); mathematics (6); lab science (6-8); social science (6).

For a detailed description of each category and course classifications, please refer to the [General Education Core Curriculum](#)

### Course Requirements

Requirements for the major in marketing and communication strategy include the B.B.A. core: Accy 201, 202 (3, 3); Bus 230; Bus 271; Bus 250; Bus 302; Mktg 351; Fin 331; Mgmt 371; Mktg 372; Mgmt 493; MIS 309; 300-level business elective (6); and 300-level business/nonbusiness elective (3).

In addition to the B.B.A. core, the major in marketing and communication strategy requires IMC 205 (3), Jour 369 (3), IMC 391 (3), and IMC 491 or IMC 492 (3), Mktg 353 (3), Mktg 367 (3), Mktg 451 (3), Mktg 465 (3), and any 300-level or above Mktg course not already required for the degree.

### 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.

