

Programs

Marketing and Communications, B.S.

(48 credits)

The Bachelor of Science in Marketing and Communications prepares students for careers in brand strategy, digital marketing, public relations, content creation, advertising, and corporate or nonprofit communications. Housed within the Tagliatela School of Business and Leadership, the program integrates essential business knowledge with contemporary marketing and communication practices. Students gain expertise in consumer insights, brand development, digital media tools, message design, and strategic campaign planning.

Through applied coursework, hands-on projects with real clients, and opportunities for experiential learning, graduates emerge ready to navigate a fast-paced and continuously evolving marketplace. The program emphasizes ethical practice, cultural awareness, creativity, and data-driven decision-making, equipping students to lead and communicate effectively across diverse contexts.

Upon completing the program of study in Marketing and Communications, students will:

- Develop strong foundational knowledge in marketing, communication theory, consumer behavior, digital media, analytics, branding, and strategic communication.
- Demonstrate proficiency in communication skills, including clear and effective writing, visual messaging, storytelling, professional presentation, and interpersonal communication across multiple platforms.
- Use research and data to inform decision-making, employing qualitative and quantitative methods to interpret consumer needs, analyze market trends, and evaluate campaign performance.
- Create integrated marketing and communication strategies that align with organizational goals, reflect ethical principles, and address the needs of diverse audiences.
- Employ creativity and innovation in developing concepts, campaigns, content, and solutions for real-world marketing and communication challenges.
- Utilize digital technologies and media tools to design, manage, and measure effective communication across traditional, digital, and emerging platforms.
- Demonstrate ethical reasoning and cultural awareness, recognizing the impact of marketing and communication decisions at the individual, organizational, and societal level.
- Engage in collaborative teamwork and professional practice, applying project management skills and industry standards in client-based and experiential learning environments.

MAJOR REQUIREMENTS

REQUIRED CORE (24 credits)

BE 135	Business Communications
AC 161	Financial Accounting
BE 205	Principles of Microeconomics
BE 334	Business Law
MG 131	Principles of Management
MKT 231	Principles of Marketing
MG 309	Business Ethics
MG 391	Business Capstone

CONCENTRATION REQUIREMENTS (24 credits)

CO 121	Introduction to Mass Communication
CO 141	Public Speaking
CO 265	Writing for Interactive Media
MKT 237	Digital Marketing and Communications
MKT 241	Marketing Research and Strategy
MKT 322	Promotional Marketing
CO 362	Persuasion
MKT 380	Marketing Internship

WRITING IN THE DISCIPLINE DESIGNATED COURSE

MG 391	Business Capstone
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