Marketing Communications Majors

In your freshman and sophomore years, complete most of your General Education requirements (consider postponing some General Education if you plan on studying abroad) AND TAKE:

**MARC 100 Writing for Mass Media (3 credits)**
Offered Fall and Spring. This course is an introduction to the different writing styles used in public relations, advertising and promotions.

**MARC 200 Introduction to Marketing Communications (3 credits)**
Offered Fall and Spring. This course is designed to increase the student's understanding of marketing communications - theory and practice - in today's environment.

**JOUR 101 Intro to Mass Communication (3 credits)**
Offered Fall and Spring. An introductory survey and analysis of the role of mass media in society, their operation and performance as disseminators of entertainment, news and information and determiners of values, opinions and attitudes. May double count in General Education.

**MKTG 311 Principles of Marketing for MARC majors (3 credits)**
Offered Fall and Spring and must be sophomore standing. Strategic planning, organizational structure, and marketing principles are analyzed from the perspective of global relationships with emphasis on communications.

**CSTA 116 Business and Professional Communication (3 credits)**
Offered Fall and Spring. Students will examine those forms and types of speech typically used in the career setting: for example, a sales speech, interview, or presentation. This also meets Goal 1.2 in your General Education requirements. Do not take CSTA 101 to meet Goal 1.2.

Complete the rest of your requirements except for MARC 480.

**1. CORE REQUIREMENTS (Take all three courses)**
- ART 225 Advertising Design I (3 credits)
- CSTA 311 Persuasion (3 credits)
- MKTG 312 Consumer Behavior (3 credits)

**2. INTERNSHIP (Choose one)**
- MARC 379 Marketing Communications Internship (2-4 credits but 3 credits is the normal load)

**3. WRITING ELECTIVES (Choose one)**
- AGED 230 Agricultural Newswriting (3 credits)
- ENGL 266 Business Writing (3 credits)
- ENGL 367 Technical Writing (3 credits)
- JOUR 123 Editing for Print (2 credits)
4. VISUAL ELECTIVES (Choose one)
   ART 121 Design Foundation (3 credits)
   ART 235 Intro to Black/White Photography (3 credits)
   ART 236 Intro to Printmaking (3 credits)
   ART 303 Advertising Design II (3 credits)
   CSTA/FILM 160 TV Studio Production (3 credits)
   CSTA/FILM 260 Electronic Field Production (3 credits)
   JOUR 240 Intro to Visual Communications (3 credits)

5. MARKETING/PROMOTION (Choose one)
   AGEC 410 Professional Selling (3 credits)
   MARC 360 Advertising Principles (3 credits)
   MARC 370 Principles of Public Relations (3 credits)
   MKTG 365 Marketing Research (3 credits)

6. OTHER ELECTIVES (Choose 6 credits: courses listed in 1-5 may count as an elective if not taken previously)
   AGEC 355 Agricultural Markets and Prices (3 credits)
   AGEC 410 Professional Selling (3 credits)
   AGED/JOUR 230 Agricultural Newswriting (3 credits)
   ART 235 Intro to B/W Photography (3 credits)
   ART 303 Advertising Design II (3 credits)
   CSTA/FILM 160 TV Studio Production (3 credits)
   CSTA/FILM 260 Electronic Field Production (3 credits)
   CSTA 316 Organizational Communication (3 credits)
   ENGL 266 Business Writing (3 credits)
   ENGL 367 Technical Writing (3 credits)
   JOUR 240 Intro to Visual Communications (3 credits)
   JOUR 465 Mass Communication Law (3 credits)
   MARC 360 Advertising Principles (3 credits)
   MARC 361 Advertising Methods (3 credits)
   MARC 370 Principles of Public Relations (3 credits)
   MARC 371 Public Relations Methods (3 credits)
   MARC 378 Semester Abroad Research (3 credits)
   MKTG 352 Business to Business Marketing (3 credits)
   MKTG 355 International Marketing (3 credits)
   MKTG 365 Marketing Research (3 credits)
   PHIL 316 Media Ethics (3 credits)

3. Take MARC 480 your graduating term

4. Complete your required Statistics Course (Choose one: may double count in General Education)
   MATH 216 Elementary Statistical Concepts (3 credits)
   MATH 226 Fundamentals of Statistics (3 credits)
   PSYC 201 Behavioral Statistics (3 credits)
   ECON 226 Intro to Statistics (3 credits)
   AGEC 320 Statistical Methods (3 credits)
   ANSC 341 Biometrics (3 credits)