MARKETING: STRATEGIC COMMUNICATIONS TRACK

Major in Marketing: Strategic Communications Track

The Strategic Communications Track within the Marketing Major focuses on the pivotal role that marketing communications play in carrying out strategic promotional objectives and activities. The track is designed for students interested in the development, implementation, and/or management of marketing strategies and activities related to promotion, advertising, branding, public relations, media design, content creation, sales, social media, sponsorship, influencer marketing, media planning, and other emerging forms of marketing communications.

Major in Marketing: Strategic Communications Track Requirements (18 Credits):

Code	Title	Credits
Marketing core required courses:		
MKT 333	Consumer and Market Behavior	3
MKT 343	Marketing Research	3
MKT 473	Marketing Management: Policy and Strategy	3
Strategic Communications required courses:		
MKT 353	Advertising and Promotion	3
MKT 377	Public Relations	3
Strategic Communications elective course (select one from the list below):		**3**
MKT 335	Sales Management	
MKT 433	Digital Marketing	
MKT 436	Agency Practicum II	
GDE 324	Digital Foundations	
GDE 380	Graphic Design	
JRM 327	Social Media	
JRM 341	Public Relations Writing	
JRM 347	Advertising Campaigns	
JRM 433	Advertising Copywriting	
Total Credits		**18**

Note MKT 363 Global Marketing and MKT 366 Marketing Internship may not serve as a major elective for the Strategic Communications Track.

Note: Students performing a Strategic Communications-specific role in BUS 436 iJay Practicum II may seek Department Chair approval to count BUS 436 iJay Practicum II as an elective for the Strategic Communications Track. BUS 435 iJay Practicum I and MKT 435 Agency Practicum I cannot be used to fulfill a major elective for the Strategic Communications Tracks.