

2021-22 ACADEMIC CATALOG



Midway University Course Catalog - Marketing Communication

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Marketing Communications

Bachelor of Science in Marketing Communications with a Concentration in Graphic Design - Bachelor of Science in Marketing Communications with a Concentration in Graphic Design

Type:Major

Due to the increase in communication options available to reach consumers, marketers must have the ability to integrate and coordinate marketing tools. The Midway University Bachelor of Science in Marketing Communications will allow students to create value through the coordination and integration of multiple marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at minimal cost. Students complete a core of courses that integrates all aspects of the discipline and then choose one of two tracks as a Concentration.

Student Learning Outcomes of Program

- Develop Strategic Marketing Communication programs.
- Analyze and optimize an organization's marketing communication approach.
- Produce effective marketing communication deliverables.
- Utilize the technology, terminology, theories and principles of the profession in developing quality work.

Requirements

Major Course Requirements

Photoshop I - 3 hours

Principles of Marketing - 3 hours

Introduction to Marketing Communication - 3 hours

Writing for Marketing Communications - 3 hours

Advertising Principles - 3 hours

Graphic Design I - 3 hours

Introduction to Public Relations - 3 hours

Consumer/Audience Analysis - 3 hours

Global Brand Management - 3 hours

Internal Brand Communication - 3 hours

Digital and Social Media - 3 hours

Media Sales and Analysis - 3 hours

Capstone - 3 hours

Concentration in Graphic Design

Drawing - 3 hours

Photoshop II - 3 hours

Graphic Design II - 3 hours

Digital Storytelling - 3 hours

Digital Animation - 3 hours

Applied Graphic Design - 3 hours

General Education Hours - 34-40

Elective Hours - 23-29

Total Hours to Complete - 120

Bachelor of Science in Marketing Communications with a Concentration in Writing - Bachelor of Science in Marketing Communications with a Concentration in Writing

Type:Major

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Global Brand Management - 3 hours

Internal Brand Communication - 3 hours

Digital and Social Media - 3 hours

Media Sales and Analysis - 3 hours

Capstone - 3 hours

Concentration in Writing

Introduction to Journalism - 3 hours

Professional Writing - 3 hours

Business and Organizational Communication - 3 hours

Advertising Writing - 3 hours

Political Writing - 3 hours

Applied Marketing Communications Writing - 3 hours

Elective Hours - 23-29

Total Hours to Complete - 120

#{majorMinorDetails}

Last updated: 06/28/2021

Midway University

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