

# Marian University 2018 - 2019

Student's Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Major: Marketing and Public Relations**

**120 Credits Required for Graduation**

**46-49 Liberal Arts Core Curriculum University Requirements including Communication Program requirements\***

<p><b>FIRST-YEAR STUDIES - 3 credits</b> - All students entering Marian University <b>with fewer than 24 credits</b> are required to successfully complete GEN 101. Transfer students <b>with 24 or more credits</b> do not need to complete GEN 101.</p> <p>Total # of Transfer Credits: _____      <input type="checkbox"/> Gen 101 required      <input type="checkbox"/> Gen 101 <b>not</b> required</p>					
<b>Studies of Natural Sciences and Mathematics</b>	<b>CR</b>	<b>Required LACC if appropriate</b>	<b>Notes</b>	<b>CR</b>	<b>GR</b>
Mathematics Common Core	3	see General Ed. Program requirements			
Lab Science Common Core	4	see General Ed. Program requirements			
Elective Core	3	see General Ed. Program requirements			
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<b>Studies of Humanities and the Arts</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>			
Philosophy Common Core	3	PHI 132			
Literature Common Core	3	see General Ed. Program requirements			
Art or Music Common Core	3	see General Ed. Program requirements			
Elective Core	3	see General Ed. Program requirements			
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<b>Studies of Social Sciences</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>			
History Common Core	3	HIS 101 or HIS 102			
Sociology or Psychology Common Core	3	see General Ed. Program requirements			
Elective Core	3	see General Ed. Program requirements			
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<b>Studies of Applied Liberal Arts</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>			
Expository Writing Common Core	3	ENG 105			
Argumentative & Research Common Core	3	ENG 106			
Elective Core	3	see General Ed. Program requirements			
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<b>Studies of Theology</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>			
Theology Common Core	3	THE 101			
Elective Core	3	see General Ed. Program requirements			
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<b>Program Specific Requirements</b>	<b>CR</b>				
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<p><b>Comments:</b> Communication majors may not earn a grade lower than C- in any course counted toward the completion of the major. In instances where the student earns a grade of D+ or lower, the course <b>must be repeated</b> in order to graduate. Communication majors must complete the communication core and one of the three areas of emphasis.</p>					
<p>Students must complete ½ of the credits in a given major at Marian University if transferring courses in.</p>					
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<p>Students must complete 15 credits of upper level coursework in their major at Marian University and accumulate a total of 30 credits of upper level coursework overall (liberal arts, electives, transfer credits, etc.).</p>					

**MARKETING AND PUBLIC RELATIONS MAJOR**

**53-56 credits as follows:**

**47-50 credits:**

COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
ART 201 Or ART 203	Design Or Introduction to Graphic Arts	3							
BUA 210	Statistical Research Data Analysis	3	MAT 100, MAT 105, MAT 111, MAT 130, or appropriate math placement						
COM 100 or COM 101	Introduction to Communication Or Fundamentals of Communication	3							
COM 202	Writing for Media	3							
COM 210	Mass and Digital Communication	3							
COM 215	Introduction to Public Relations								
COM 220 Or COM 232 Or COM 270	Online Speaking & Presentations Or Public Speaking Or Business and Professional Presentations	3							
COM 302	Intercultural Communication	3							
COM 315	Public Relations Writing & Practice		COM 315 and ENG 105 and ENG 106 or ENG 230						
COM 333	Computer Applications for Communications	3							
COM 401 Or BUA 350	Legal Issues in Communication Or Business Law	3							
MKT 201	Principles of Marketing	3	ENG 105, ENG 230 or appropriate English placement						
MKT 302	Principles of Advertising	3	MKT 201						
MKT 311 Or MKT 401	Consumer Behavior Or Marketing Research	3	MKT 201 and MAT 122, MAT 123 or BUA 210						
MKT 402	Marketing Seminar (Social Media Strategies)	3	MKT 201						

X Offered every year  
 E Offered in even years (2016-17, 2018-19, etc.)  
 O Offered in odd years (2015-16, 2017-18, etc.)  
 \* Offered at discretion of faculty as needed  
 W/S Wintermester/Summer

47-50 credits, continued:									
COM 480 Or MPR 4XX	Capstone Project	1							
COM 470 Or MPR 4XX	Portfolio Preparation	1							
COM/ MKT 397 Or COM/ MKT 497	Internship	0	BUA 203, MKT 201 and permission	X	X	X			
	Internship	1-3	BUA 203, MKT 201 and permission	X	X	X			

Pick 6 Marketing and Public Relations elective credits from below:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
ACC 201	Financial Accounting	3							
ART 201*	Design	3							
ART 203*	Introduction to Graphic Arts	3							
ART 205	Digital Imaging	3	ART 203						
BUA 310 Or COM 321	International Business Or Organizational Behavior	3	ECO 201 or ECO 202						
COM 416	Crisis Communication	3							
FIN 301	Managerial Finance	3	ACC 201 and ECO 201 or ECO 202						
MKT 318	Personal Selling Skills	3	MKT 201						
MKT 322	Sales Management	3	MKT 201						
MKT 400	Marketing Management	3	MKT 302						
TEC 200	Fundamentals of Information Technology	3							
TEC 314	Ebusiness and Digital Technologies	3	TEC 200						

\* Courses not used to fulfill major requirements may be used as electives.

University electives to meet the 120 credits required for graduation:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			

**COMPLETION OF DEGREE REQUIREMENTS:**

**General Requirements**

Total number of credits completed (not including remedial courses): \_\_\_\_\_

Total number of credits completed at Marian (minimum \*30): \_\_\_\_\_

Total number of Upper Level courses completed (minimum of \*30): \_\_\_\_\_

Overall GPA (\*2.00 minimum): \_\_\_\_\_

GPA of Upper Level Courses: \_\_\_\_\_

Last 30 credits of the degree completed at Marian:  Yes  No

**Major Requirements**

Total number of credits completed at Marian within the major (1/2 required): \_\_\_\_\_

Total number of upper level credits completed within the major (minimum \*15): \_\_\_\_\_

All Additional Majors have at least 15 unique credits:  Yes  No

- X Offered every year
- E Offered in even years (2016-17, 2018-19, etc.)
- O Offered in odd years (2015-16, 2017-18, etc.)
- \* Offered at discretion of faculty as needed
- W/S Wintermester/Summer