



COLLEGE OF PROFESSIONAL STUDIES

BACHELOR OF ARTS IN INTEGRATED MARKETING COMMUNICATION

Apply Modern Tools to the Ancient Art of Persuasion

The Bachelor of Arts in Integrated Marketing Communication gives you a comprehensive overview of marketing principles and practices. You'll develop an understanding of traditional marketing elements, including advertising, sales promotion, public relations, direct marketing, and others. You'll discover the magic of integrating these different elements to deliver a powerful and unified message in support of an organization or its products. By using the latest communication technologies and applying integrated marketing fundamentals, you'll be equipped to develop effective marketing programs that deliver meaningful and measurable results. By applying research to evaluate and prove your own insights into the study of communication and media, you'll understand the role that communication plays in developing market interest.

The program prepares you for a variety of careers in marketing, sales, advertising, fundraising, public relations, and other

persuasive fields. It combines a business degree with advanced communication skills for traditional and Web 2.0 platforms, teaching you to develop multi-platform, multi-public message dissemination plans.

Program highlights:

- Entire program can be completed online
- Apply theory and practical skills in communication
- Demonstrate the effective communication skills needed in a professional marketing environment
- Develop a strategic communication program using data from reputable market research
- Evaluate global marketing strategies for products and services
- Apply persuasion theory to the development of media messages
- Develop a basic integrated marketing plan that contains all essential elements

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**NATIONAL
UNIVERSITY**

MAJOR IN INTEGRATED MARKETING COMMUNICATION

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This program is a blend of the concepts of marketing principles, which include advertising, sales promotion, public relations, and direct marketing working together as a unified force with the integration of communication using the latest communication technology. Graduates will be able to demonstrate an ability to seek and integrate high-quality research for the purpose of evaluating their own insights into the professional and academic study of communication and media studies, while also understanding the roles that communication plays in developing individuals and social institutions. The BA in Integrated Marketing Communication prepares learners for careers in marketing, sales, advertising, fundraising, PR, and other persuasive fields. It combines a business degree with advanced communication skills for traditional and Web 2.0 platforms including print, broadcast, social, personal, and mobile media.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Apply appropriate theoretical precepts and practical skills in communication.
- Demonstrate effective communication and leadership skills consistent with a professional marketing environment.
- Develop a strategic communication program, gathering and utilizing data from the conduct of appropriate market research.
- Evaluate global marketing strategies for products and services, utilizing contemporary buyer behavior.
- Apply persuasion theory to the development of media messages.
- Develop multi-platform, multi-public message disseminations plans.
- Integrate program content and collaborate with peers to develop a basic marketing plan that contains all essential elements, including ethical considerations.

Degree Requirements

To receive a Bachelor of Arts in Integrated Marketing Communication, students must complete at least 180 quarter units as articulated below, 45 of which must be completed in residence at National University, 76.5 of which must be completed at the upper-division level, and a minimum of 70.5 units of the University General Education requirements. In the absence of transfer credit, additional general electives may be necessary to satisfy total units for the degree. The following courses are specific degree requirements. All students receiving an undergraduate degree in Nevada are required by state law to complete a course in Nevada Constitution.

Prerequisites for the Major

(2 courses; 7.5 quarter units)

ENG 101* Effective College English II (3 quarter units)

Prerequisite: ENG 100

MKT 302A Marketing Fundamentals

* May be used to meet a General Education requirement.

Core Requirements

(16 courses; 72 quarter units)

COM 305 Intercultural Communication

Prerequisite: ENG 101

COM 402 Communication Technologies

Prerequisite: ENG 101

COM 365 Integrated Marketing Comm.

Prerequisite: ENG 101, COM 402 and MKT 302A or COM 315

COM 324 Critical Thinking and Ethics

Prerequisite: ENG 101

COM 334 Persuasion

Prerequisite: ENG 101

COM 354 Professional Presentations

Prerequisite: ENG 101

MKT 430 Intro to Global Marketing

Prerequisite: MKT 302A

MKT 434 Intro to Market Research

Prerequisite: MKT 302A

MKT 443 Introduction to Advertising

Prerequisite: MKT 302A

MKT 441 Channel and Value Networks

Prerequisite: MKT 302A

MKT 445 e-Marketing

Prerequisite: MKT 302A

MKT 446 Introduction to Services Mkt.

Prerequisite: MKT 302A

COM 441 Communication Strategies

Prerequisite: COM 334

COM 442 Communication Campaigns

Prerequisite: COM 441

COM 443 Interactive & Mobile Campaigns

Prerequisite: COM 442

MKT 480 Marketing Project

Prerequisite: Completion of 31.5 quarter units of upper-division core requirements and MKT 302A