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Marketing Communications Bachelor of Science Degree (B.S.)

Course Requirements

MAJOR COURSES

MKT220 Principles of Marketing Qtr. hrs. credit
4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and consumer behavior.

MKT222 Foundations of Market Research 4

Provides an in-depth review of the marketing research function in a contemporary business environment. The course will discuss the market research process, focus on secondary data, and introduce students to quantitative and qualitative primary data collection methods.

Prerequisites: MKT220, MAT215

MKT223 Digital and Social Media Strategy 4

Explores current and emerging forms of digital media, and how to leverage them to build brands and engage customers. Students will evaluate digital media against communication and marketing objectives, and develop effective media plans.

Prerequisite: MKT220

MKT241 Consumer Behavior 4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

MKT242 Brand Management 4

Provides students with a comprehensive treatment of brands, brand equity, and brand management. Includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Prerequisite: MKT220

MKT247 Advertising Management 4

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design.

Prerequisite: MKT220

MKT351 Public Relations 4

Stresses the philosophical underpinning of public relations practices, including the importance of management and planning, ethics and research, communication, and public opinion. Explores practical applications, such as the emergence of video and the integration of public relations, marketing, and advertising into broader marketing communications campaigns.

Prerequisite: MKT220

MKT446 Media Strategy and Metrics 4

Focuses on linking target markets with advertising media through the development of media objectives, strategies, and tactics. Students use secondary research to create media plans that balance effectiveness and efficiency.

Prerequisites: MKT220, MKT247

MKT455 The IMC Campaign 4

Provides students with a hands-on application of program content via creation of a fully functional Integrated Marketing Communications (IMC) campaign. Students will isolate a client, conduct secondary and primary research, set communication objectives, develop strategy, and produce the communication pieces such as ads, press releases, and other tactical executions.

Prerequisites: MKT222, MKT446

Marketing Communications Electives* 12

BUSINESS COURSES
BUS100 Business Organization and Management 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

BUS226 Career Management Seminar 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

BUS245 Business Ethics 4

Examines the principles of ethics with relation to business decision making and business strategies. Students learn how to integrate ethical decision making into organizational behavior, strategy, and the challenges posed by the globalization of business practices.

Prerequisite: BUS100 or Principles course within major

BUS281 Project Management 4

Provides an overview of various project management knowledge areas. Topics include project integration, scope, quality, human resources, communications, risk, and procurement management. Students will use Microsoft Project software.

Prerequisite: BUS100

BUS483 Internship

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

CIS115 Computer Applications

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

CIS212 Multimedia and Business Presentations

2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

MGT220 Principles of Management

4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

MGT420 Managing for Change

4

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

LIBERAL ARTS COURSES****ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision, and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

ENG106 Writing Through Literature

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature, and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

ENG115 Public Speaking

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

ENG265 Business Communication 4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents; learn techniques for organizing information; and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

ENG315 Writing for the Workplace 4

Explores a wide variety of professional and creative writing modes, from personal profiles to blogging and beyond. Students will build their reading, writing, and researching skills, while reinforcing the fundamental concepts and current developments associated with the areas of their respective majors.

Prerequisite: ENG106

GEC111 The Art of Argument 4

Students gain knowledge of the various techniques of argumentation. The flaws in arguments, such as frauds, deceptions, and logical errors, are presented.

GEC123 Introduction to Applied Psychology 4

A required course for first-quarter students that examines basic psychological concepts which can be helpful in adjusting to the college experience. Some of the subtopics covered include stress management, academic challenges, communication skills, time management, healthy relationships, positive thinking, conflict management, and balancing home/college/work.

HUM311 Persuasive Communication 4

Emphasizes the role of persuasion in society, theories of persuasion, and the development of analytical and speaking techniques necessary for success in formal and informal presentations.

Prerequisite: ENG115

MAT211 College Algebra 4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

MAT212 Mathematics with Business Applications 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to

solve real-world business problems.

Prerequisite: CSK099 or placement

MAT215 Statistics I 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

MAT216 Statistics II 4

A continuation of the Statistics I course. Topics include sample hypothesis tests, sample inferences, F-tests, chi-square tests, linear correlation, and linear regression.

Prerequisite: MAT215

SOC201 Macroeconomics 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

SOC231 Human Relations in the Workforce 4

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with coworkers, supervisors, and customers/clients at any work environment. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

SOC310 Intercultural Communication 4

An introduction to the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups, and learn to apply cultural perspectives to their daily interactions in business and in their lives.

Humanities Electives 8

Mathematics/Science Elective 4

Social Science Electives 12

Liberal Arts Electives 8

General Education Core Mathematics/Science Elective 4

FREE ELECTIVES 4

180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

*8 Marketing Communications elective credits must be at the 300/400 level.

**24 Liberal Arts credits must be at the 300/400 level.

SAMPLE PROGRAM SEQUENCE

1 **B.S., Marketing Communications Program Statistics**