

Bachelor of Business Administration Degree (B.B.A.) Marketing Communications

SAMPLE PROGRAM SEQUENCE

	Qtr. hrs. credit		Qtr. hrs. credit
FIRST QUARTER		SEVENTH QUARTER	
BUS100	Business Organization and Management 4	HUM311	Persuasive Communication 4
CIS115	Computer Applications 4	MAT211	College Algebra..... 4
ENG105	Expository Writing 4	SOC231	Human Relations in the Workforce..... 4
GEC123	Introduction to Applied Psychology 4	Free Elective 4
SECOND QUARTER		EIGHTH QUARTER	
MKT220	Principles of Marketing 4	MKT351	Public Relations 4
ENG106	Writing Through Literature..... 4	MAT215	Statistics I..... 4
MAT212	Mathematics with Business Applications 4	SOC310	Intercultural Communication 4
GEC111	The Art of Argument 4	Business Elective 4
THIRD QUARTER		NINTH QUARTER	
MKT223	Digital and Social Media Strategy 4	MKT222	Foundations of Market Research 4
BUS226	Career Management Seminar 2	MAT216	Statistics II..... 4
MGT220	Principles of Management 4	ENG315	Writing for the Workplace..... 4
	General Education Core Mathematics/ Science Elective 4	Marketing Communications Elective** 4
FOURTH QUARTER		TENTH QUARTER	
MKT241	Consumer Behavior..... 4	MKT446	Media Strategy and Metrics 4
ENG115	Public Speaking 4	MGT420	Managing for Change..... 4
BUS245	Business Ethics..... 4	Marketing Communications Elective** 4
BUS281	Project Management..... 4	Social Science Elective 4
FIFTH QUARTER		ELEVENTH QUARTER	
MKT242	Brand Management..... 4	MKT455	The IMC Campaign 4
CIS212	Multimedia and Business Presentations 2	Marketing Communications Elective** 4
SOC201	Macroeconomics..... 4	Social Science Elective 4
	Business Elective 4	TWELFTH QUARTER	
SIXTH QUARTER		BUS483	Internship 4
MKT247	Advertising Management 4	Humanities Elective.....	4
ENG265	Business Communication 4	Free Elective 4
	Business Elective 4	180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION	
Free Elective 4		

*16 Liberal Arts credits must be at the 300/400 level.
**8 Marketing Communications credits must be at the 300/400 level.

Not all programs and courses are offered at all locations. You may be required to take some courses at another location or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/disclosures/bba_marketing_communications_nj_statistics.htm and BerkeleyCollege.edu/disclosures/bba_marketing_communications_ny_statistics.htm.