

SIMPSON COLLEGE

MARKETING

COMMUNICATION

MARKETING COMMUNICATION MAJOR

COURSE REQUIREMENTS:

- Magt 131 Management Concepts
- Comm 211 Media & Public Relations Writing
- Comm 223 Principles of Public Relations
- Econ 250 Introduction to Business Analytics
- Mktg 234 Marketing
- Mktg 341 Digital Marketing Strategies
- Skills Elective: Multimedia Communication 221, 311, or 315 or Management 336 or 338
- Concept Elective: Multimedia Communication 275, 301 or 351
- Practicum: 4 Credits of Multimedia Communication 155, 255 or 256
- Comm 319 Internship
- Comm 365 Marketing Communication Seminar

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