

Marketing & Advertising - B.S.

Curriculum

The Marketing & Advertising bachelor's degree program prepares students for careers in a variety of managerial and professional positions in the marketing and advertising industry. Students learn general brand marketing concepts and various functional specialties in fields such as advertising campaigns, digital marketing, market research and creative strategy. As part of the program, students are offered the opportunity to develop expertise in content creation, marketing analytics, consumer behavior, integrated marketing communications, brand marketing, professional selling, international marketing, and marketing technologies such as data-driven marketing, digital media planning and search engine marketing.

Upon completion of the program, graduates are expected to:

- Apply the major concepts, skills and values of marketing and advertising in business situations.
- Communicate effectively to diverse audiences, purposes and situations through a variety of professional methods required in the marketing industry.
- Use decision-support tools to resolve contemporary business issues using ethical business practices.
- Analyze research and use critical thinking to identify and recommend appropriate solutions for client/brand marketing challenges.
- Develop branding and marketing strategies that are ethically sound and align with business objectives for local, national and global brands.

Students have the opportunity to hone these skills while participating in a semester-long internship experience at a university-approved internship site. Students may also apply these skills in programs such as directed experiential education or study abroad. These programs are tailored based on student learning, interests, and professional goals. Additionally, students may choose to use an additional six credits from their free electives based on advising and pre-planning.

Marketing & Advertising

A four-year program leading to the bachelor of science degree

Business Foundations

ACCT1210	Financial Accounting	3
ACCT1220	Managerial Accounting	3
BUS1001	Introduction to Business and Management	3
BUS3010	Business Analytics	3
BUS4030	Global Strategy Capstone	3
FISV2000	Finance	3
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
MGMT2001	Human Resource Management	3
MGMT2030	Operations and Supply Chain Management I	3
MRKT1001	Marketing Foundations	3

Major Courses

ADVC1010	Marketing Communications	3
ADVC4020	Personal Branding and Portfolio Seminar	3
MRKT2050	Market Research and Consumer Insights	3
MRKT3033	Brand Marketing and Analytics	3
MRKT3045	Social and Digital Media Marketing	3
MRKT4055	Global Strategic Marketing and Advertising	3

Major Electives

Choose two of the following:			6
ADVC1021	Influencer Marketing		
ADVC2001	Content Creation and Generative AI		
ADVC2011	Media Buying and Planning		
ADVC4050	Integrated Search Engine Marketing Campaigns		
MRKT1002	Consumer Behavior		
MRKT3050	Contemporary Sales in the Global Economy		
MRKT3085	Marketing Analytics		

Applied/Experiential Learning

Choose 6 credits from the following:			6
BUS4799	College of Business Internship ^{1c}		
DEE3999	Directed Experiential Education ^D		
	Study Abroad ^{Sa}		

Related Professional Studies

CAR0010	Career Management	1	
FYS1020	First-Year Seminar	1	
A&S Core Experience			
Communications Foundation Courses			9
ENG1020	Rhetoric & Composition I		
ENG1021	Rhetoric & Composition II		
ENG1030	Communication Skills		
Integrative Learning			6
Two ILS courses, one at the 2000 level, and one at the 4000 level			
Arts and Humanities			6
PHIL3240	Ethics: A Global Perspective		
One course from ART, HIST, HUM, LIT, or REL			
Mathematics			6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)		
MATH2001	Statistics I		
Science			3
One course from BIO, CHM, PHY or SCI			
Social Sciences			6
ECON1002	Microeconomics		
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC			
A&S Electives			6
ECON1001	Macroeconomics		
Choose one of the following:			
ENG3016	Advanced Business Communication		
ENG3030	Food Writing		
ENG3150	Fashion Writing		
MCOM1210	Foundations of Digital Photography		
MCOM2010	Media Industries		
MCOM2550	Introduction to Multimedia Storytelling		
Free Electives[#]			
15 credits selected from 1000-4999 numbered offerings within the university			15
Total Credits			122.0

^{1c}Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

^DDirected Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

^{Sa}To be eligible to count toward Applied/ Experiential Learning, a Study Abroad offering must meet certain requirements. Contact JWU Global to discuss eligible Study Abroad options for this degree program.

[#]In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For students who qualify for the J2 program, up to four graduate courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied, and some partners offer external scholarships. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!

Accelerated Program Options

J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications, and plans. The undergraduate student may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program, must fulfill all requirements for entrance into the intended graduate program and complete a graduate program application.

Note: Not all graduate courses are included as part of this policy. Courses offered as part of the Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies and doctoral courses are excluded from this policy and are restricted to program majors only. Additional courses and/or programs as determined by individual colleges may also have restricted access.

Eligibility Criteria:

To be eligible to enroll in graduate level courses (excludes: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral courses and other programs as outlined by the colleges).

Undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed & registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

Appeal to Eligibility Criteria: College Dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College Dean / designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.