

# 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 |
| BUSN1001                             | Introduction to Business and Management      | 3 |
| BUSN3010                             | Business Analytics                           | 3 |
| BUSN4030                             | 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                             | Sales Management                             |   |
| MRKT3085                             | Marketing Analytics                          |   |
| Applied/Experiential Learning        |                                              |   |
| Choose 6 credits from the following: |                                              | 6 |
| BUS4799                              | College of Business Internship <sup>1c</sup> |   |
| Study Abroad <sup>5a</sup>           |                                              |   |
| University Core Curriculum           |                                              |   |
| Communicating                        |                                              | 9 |

| ENG1020                                                                                        | Rhetoric & Composition I                                                  |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| ENG1021                                                                                        | Rhetoric & Composition II                                                 |
| ENG1030                                                                                        | Communication Skills                                                      |
| Connecting                                                                                     | 6                                                                         |
| Two courses with the Connecting attribute (ECNG), one at the 2000 level, one at the 4000 level |                                                                           |
| Experiencing                                                                                   | 6                                                                         |
| PHIL3240                                                                                       | Ethics: A Global Perspective                                              |
| Additional course with the Experiencing attribute (EEXP) in a different discipline             |                                                                           |
| Measuring                                                                                      | 6                                                                         |
| MATH1002                                                                                       | A Survey of College Mathematics (or higher, based on student's placement) |
| MATH2001                                                                                       | Statistics I                                                              |
| Exploring                                                                                      | 3                                                                         |
| One course with the Exploring attribute (EEPL)                                                 |                                                                           |
| Interacting                                                                                    | 6                                                                         |
| ECON1002                                                                                       | Microeconomics                                                            |
| Additional course with the Interacting attribute (EINT) in a different discipline              |                                                                           |
| A&S Electives                                                                                  | 6                                                                         |
| ECON1001                                                                                       | Macroeconomics                                                            |
| Choose one of the following:                                                                   |                                                                           |
| ENG3016                                                                                        | Advanced Business Communication                                           |
| ENG3030                                                                                        | Food Writing                                                              |
| ENG3150                                                                                        | Fashion Writing                                                           |
| MCOM2010                                                                                       | Media Industries                                                          |
| Free Electives <sup>#</sup>                                                                    |                                                                           |
| 15 credits selected from 1000-4999 numbered offerings within the university                    |                                                                           |
| 15                                                                                             |                                                                           |
| Total Credits                                                                                  | 120.0                                                                     |

<sup>1c</sup>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.

<sup>5a</sup>To be eligible to count toward Applied/Experiential Learning, a Study Abroad offering must meet certain requirements. Contact Experiential Education & Career Services to discuss eligible Study Abroad options for this degree program and visit the study abroad website for information, program descriptions and online applications.

<sup>#</sup> In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, 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.

Internships will be available but they will not be required. For online students who do not wish to register for an internship, 3000+ level college discipline-specific courses can be taken in place of the internship.

## Admissions Requirements

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

Prior to being considered for admission into an online JWU undergraduate program, the following must be submitted:

1. A completed application for admission
2. Official high school or GED transcript
3. If applicable, official or certified transcripts from all previous college/university institutions attended

## 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 Master of Arts in Teaching, Master of Education, Master 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: Master of Arts in Teaching, Master of Education, Master of Science in Physician Assistant Studies, doctoral courses, Counseling graduate program 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 and 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.