

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 ^{1c}	
Study Abroad ^{5a}		
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:	
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	
Total Credits	120.0

^{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.

^{5a}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.

[#] 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.

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.

For first-year applicants, a completed application and high school transcript(s) are required. For transfer applicants, a completed application and high school and/or college transcript(s) are required. Completion of optional materials is encouraged.

Successful candidates for first year admission have taken a high school, college preparatory academic program including English, mathematics, science, social science and foreign language. Admissions decisions may also consider individual experiences and particular circumstances unique to each student. Other considerations are made based upon recommendations, writing ability and extracurricular activities.

Visiting campus, both in-person or virtually, is a valuable way of assuring that JWU is the right university for you.

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.