



OVERVIEW The Integrated Marketing and Communication major will develop a defined competence in the communication components of marketing, including advertising, public relations, marketing events and electronic initiatives. The focus is to enable students to assume a role in a marketing or promotions department with the ability to understand, manage and implement an expected set of professional tasks.

This major is offered in two different degrees: B.S. (Bachelor of Science) and B.B.A. (Bachelor of Business Administration).

The Integrated Marketing and Communication major is available fully online. Please contact the office of Admission at online@houghton.edu for further information.

APPLY TODAY at www.houghton.edu/online/apply

REQUIRED COURSES

INTEGRATED MARKETING & COMMUNICATION MAJOR 37

Core Credits25

- ID 200 Student Success Seminar (Pass/Fail) 1
- BU 300 Business Writing3
- BU 315 Work Team Dynamics3
- BU 400 Fundamentals of Management...3
- BU 475 Organizational Development.....3
- PH 400 Personal and Professional Ethics...3
- PSY 309 Statistics.....3
- PY 300 Adult Development3
- SO 400 Diversity in the Workplace3

Concentration Credits..... 12

- BADM315/COMM313 Public Relations Principles3
- CM 331 Marketing Principles3
- CM 342 Advertising Principles3
- CM 356 Marketing Research3

**INTEGRATED
 MARKETING AND
 COMMUNICATIONS
 DEGREE**

37

**TOTAL CREDIT
 HOURS WITHIN
 MAJOR**

**GRADUATE IN
 18 MONTHS
 OR LESS***

**for students with 63 or more prior credits*



**SEND IN YOUR
 TRANSCRIPTS
 to determine**

**how close you are to an
 Integrated Marketing
 and Communication Degree**

For more than 30 years, Houghton College has been helping professionals and non-traditional students achieve their academic and career goals.

The staff at Houghton is always willing to help. My professors are even available at night and on the weekends and keep closely involved in online class discussions.

–Faye Smith '18

FOR MORE INFORMATION:

online@houghton.edu
www.houghton.edu/online

One Willard Avenue
 Houghton, NY 14744

**BEST COLLEGE
 FOR THE MONEY**

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