

# Marketing Communication

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The 21st Century business community faces unprecedented challenges in a highly competitive global economy. Industry leaders know that effective communication – particularly marketing communication – will be at the center of every profitable enterprise. California Lutheran University's multitalented marketing communication graduates currently work as marketing communication department managers, marketing representatives, and trade negotiators for both private corporations and government agencies.

Cal Lutheran's marketing communication major prepares students for business and trade relations in an international marketplace by introducing them to the latest communication technology and teaching them how to craft effective messages on behalf of companies whose products and services they represent. CLU graduates have gained the ability to research, plan, organize and direct internationally focused marketing campaigns and have acquired the interpersonal skills needed to move into upper management. A mandatory internship enables students to put valuable, real-world experience on their resumes. Cal Lutheran students have interned in marketing communication departments at Amgen, Baja Fresh, J.D. Power & Associates, HBO, Caruso Affiliated Holdings, KZLA-FM and NBC Press and Publicity.

Development of a marketing communication degree was suggested by a business community experiencing difficulties in locating qualified job candidates to head up marketing communication departments – the hub around which production, sales, advertising, marketing and public relations revolve. Industry leaders expressed a specific interest in future employees who could be practical as well as creative; who were equipped with both business savvy and artistic know-how; who were skilled at coordinating the efforts of others, yet capable of coming up with winning market strategies as well.

Benefiting from the input of the corporate community, California Lutheran University was able to offer the first marketing communication degree in the nation. Cal Lutheran graduates are succeeding because of the preparation they receive in managing million-dollar budgets, their proficiency at both oral and written communication, and their ability to produce messages for a wide variety of media.

See Communication and Business for faculty and course descriptions.

## Bachelor of Arts in Marketing Communication

42 credits minimum, 24 credits upper division

COMM 101	Introduction to Mass Communication	4
COMM 231	Media Writing	4
COMM 351	Research Methods	4
COMM 375	Principles of Marketing	4
COMM 490	Independent Study	1-4
or COMM 492	Internship	
COMM 350	Communication Theories-Capstone	4
BUS 251	Principles of Accounting	4
or BUS 255	Environment of Business	
Select one of the following:		4
COMM 301	Persuasive Communication	4
COMM 342	Principles of Public Relations	4
COMM 380	Principles of Advertising	4
Select one of the following:		4
COMM 331	Content Creation for Digital Platforms	4
COMM 344	Storyboarding	4
COMM 348	Website Design and Publishing	4
COMM 411	Sports-Related Marketing	4
COMM 442	Advertising Campaigns	4
COMM 443	Event Planning and Management	4
COMM 450	Public Relations Campaigns	4
Select two of the following:		8
BUS 342	Marketing Research/Consumer Behavior	4
BUS 430	Integrated Marketing Communication	4
BUS 447	Social Marketing	4
BUS 473	Marketing Management	4
BUS 474	International Marketing	4
BUS 482C	ST: Select Topic (core)	1-4

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BUS 485 or COMM 485	Seminar Travel Seminars	1-4
COMM 411	Sports-Related Marketing	4
COMM 412	Entertainment Industry Marketing	4