



Bachelor of Science in Marketing Communication

THE AMERICAN UNIVERSITY SYSTEM & CIS - ENDICOTT INTERNATIONAL

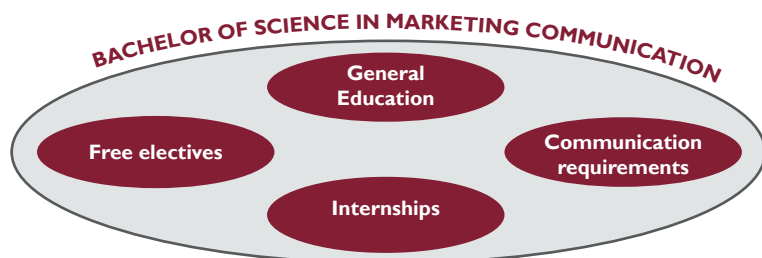
CIS - Endicott International offers programs that combine the best features of the American higher education model, where students become active participants in their personal and professional growth while earning their degrees.

Known for its entrepreneurial spirit, the American system offers flexibility and encourages student engagement and individuality. The result is an active learning process where students' work and participation are used as measurements of success.

In 1995, The College for International Studies and Endicott College formed a partnership to offer students more educational and professional opportunities to expand their horizons. CIS - Endicott International students receive their Bachelor Degree from Endicott College.

BACHELOR OF SCIENCE IN MARKETING COMMUNICATION

In the Bachelor of Science in Marketing Communication, classroom studies promote written and critical-thinking skills, as well as theoretical and applied knowledge necessary to function in this complex and demanding field. Coursework includes a focus on traditional and social media marketing, public relations and client development. Students are given a basic understanding of the industry and how marketing and communication impact the individual and society, both locally and globally. Students are prepared to succeed as they move into their three-week and semester-long internships.



Upon completion of the Marketing Communication students will:

- Develop a basic understanding of theories and concepts in the field of marketing communication.
- Articulate the core ethical values underlying best practices in the production of media (marketing communication, internet studies, digital journalism, digital film making).
- Demonstrate an understanding of the research methods used in the many fields encompassed under the umbrella of communication (marketing communication, internet studies, digital journalism, digital film making)
- Analyze the complexity of media's place in society and culture.
- Communicate effectively in written form within the conventions of the communication discipline.
- Demonstrate the critical inquiry and analysis skills needed to engage constructively in intellectual discourse within the communication discipline.
- Demonstrate integrated learning skills by making connections between classroom learning and professional life in the discipline.

ADMISSION REQUIREMENTS

CIS - Endicott International has a rolling admission policy. Applications are reviewed upon receipt and are answered within two weeks.

The Application Form can be downloaded from the admission link on the CIS - Endicott International website at: <http://www.cis-spain.com>

To apply for admission, the student must submit the following:

- A completed Application Form
- Application Fee
- Official High School Transcript(s)
- Personal interview (by Skype if necessary)
- Letter of Recommendation
- English level test (if necessary)
- Personal essay
- Mathematics placement test

Program of Study

Curriculum Requirements

Total Credits Required: 126

Core Requirements (6 credits)

ENG	111	Critical Reading & Writing I	3 cr.
ENG	112	Critical Reading & Writing II	3 cr.

Individual and Society (3 credits)

PSY	100	Psychology	3 cr.
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Global Issues (3 credits)

IST	100	Introduction to Global Issues	3 cr.
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Literary Perspectives (3 credits)

ENG	102	Introduction to Literature	3 cr.
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Values and Ethical Reasoning (3 credits)

PHL	104	Ethics	3 cr.
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Aesthetic Awareness and Creative Expression (3 credits)

ART	102	Visual Art and Cultural Values II	3 cr.
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Quantitative Reasoning (3 credits)

		Math Course	3 cr.
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Science and Technology (3 credits)

ENV	150	Environmental Issues	3 cr.
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World Cultures (3 credits)

ENV	315	Intercultural Communication	3 cr.
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Free Electives (12 credits)

ENG	103	Speech	3 cr.
BUS	110	Computers	3 cr.
ENG	106	English Communication	3 cr.
IST	215	The New Europe	3 cr.

Communication Requirements (64 credits)

BUS	120	Business Fundamentals I	3 cr.
BUS	200	Marketing	3 cr.
CMM	106	Media and Culture I	3 cr.
CMM	103	Advertising Fundamentals	3 cr.
CMM	203	Public Relations	3 cr.
CMM	107	Media and Culture II	3 cr.
CMM	306	Social Impact of the Media	3 cr.
GD	105	Introduction to Computer Graphics	3 cr.
BUS	270	Communicating in Business	3 cr.
CMM	207	Writing for the Media	3 cr.
CMM	370	Communication Research Methods	3 cr.
BUS	415	Business Negotiation	3 cr.
CMM	204	Promotional Writing	3 cr.
CMM	312	Strategic Media Planning	3 cr.
CMM	379	Semester Internship Strategies	1 cr.
CMM	335	Social Media and Marketing	3 cr.
CMM	380	Media Ethics	3 cr.
BUS	320	Organizational Behavior	3 cr.
BUS	450	Dynamics of Leadership	3 cr.
CMM	405	Campaign Planning and Client Services	3 cr.
CMM	415	Creative Portfolio Development	3 cr.
BUS	320	Sales Management	3 cr.

Senior Thesis Project (6 credits)

CMM	489	Senior Thesis I	3 cr.
CMM	490	Senior Thesis II	3 cr.

Internship (14 credits)

INT	200	Internship II	2 cr.
CMM	480	Semester Internship	12 cr.

Total Degree Requirements (Bachelor Degree) 126 cr.

For information, call or email: CIS - Endicott International

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Recruitment Office: recruitment@cis-spain.com