



## Bachelor of Arts in Integrated Marketing Communication pathway MANCHESTER COMMUNITY COLLEGE

To earn a bachelor's degree from National University students must complete a minimum of 180 quarter units. Requirements include but are not limited to the university's general education program (to include upper division and cultural diversity), the preparatory courses listed below, major core coursework and any additional courses necessary to fulfill overall program requirements.

The table below maps National University's Foundation Psychology courses to equivalencies identified at **MANCHESTER COMMUNITY COLLEGE**.

MANCHESTER COMMUNITY COLLEGE	NATIONAL UNIVERSITY
Equivalent Transfer Course	Preparatory Courses Required
ENGL 110M College Composition I	ENG 102 Effective College English
No Course Equivalency	MKT 302A Marketing Fundamentals
Requirements for the Major (16 courses; 72 quarter units)	
COM 305 Intercultural Communication	
COM 402 Communication Technologies	
COM 365 Integrated Marketing Comm	
COM 324 Critical Thinking and Ethics	
COM 334 Persuasion	
COM 354 Professional Presentations	
MKT 430 Intro to Global Marketing	
MKT 450 Business Model Innovation	
MKT 434 Marketing Research & Analytics	
MKT 443 Introduction to Advertising	
MKT 560 Consumer Behavior	
MKT 462 Brand Management	
MKT 464 Advertising Management	
COM 441 Communication Strategies	
COM 442 Communication Campaigns	
COM 443 Interactive & Mobile Campaign	

**Note:** There requirements are subject to change. Please see the [National University's Online General Catalog](#) for official record of requirements for the year you are admitted.

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