



GRAPHIC DESIGN, B.S. WITH MARKETING CONCENTRATION

PROVIDES INTENSE CREATIVE TRAINING WITH A SOLID FOUNDATION
IN BUSINESS AND MARKETING.

131 HOURS TOTAL

INCLUDES CLASSES IN

- » MARKETING AND BRANDING
- » SALES AND CONSUMER BEHAVIOR
- » DESIGN FUNDAMENTALS
- » SOFTWARE TRAINING
- » LAYOUT AND PRODUCTION
- » WEB AND INTERACTIVE DESIGN
- » PORTFOLIO DEVELOPMENT
- » DRAWING & PAINTING
- » PHOTOGRAPHY
- » ILLUSTRATION
- » ART HISTORY

The **Marketing Concentration in Graphic Design** focuses your graphic design training to include 18 hours of Marketing classes with your academic coursework. You will build a portfolio of skills to compete in today's fast-paced world of marketing and advertising.

Please see the back for a full list of courses, and a suggested four-year plan with courses broken into semesters and years. If you have any questions or would like to schedule an advising appointment, please contact Mr. Ben Ivey: ivey@mc.edu

Start your career as a:

- Marketing Developer
- Brand Consultant
- Social Media Manager
- Graphic Designer
- Creative/Art Director
- Advertising Director
- Layout Artist
- UX/UI Developer



art.mc.edu

CORE CLASSES (43 HOURS)

English & Literature (12 hours)

- ENG 099
- ENG 101 & 102
- ENG 211, 212, or 213

History (6 hours)

HIS 101 & 102 or 103 & 104 or 211 & 212

Bible (6 hours)

BIB 110 & 120 Old and New Testament

Social Sciences (6 hours)

ECO 131 or 231, PSY 201, SOC 205, MLG 205, or PLS 201

Science (7 hours)

BIO 103 & 104, BIO 105 & 106, BIO 111, CHE 112, CHE 141, PHY 151, or PHY 251

Mathematics (3 hours)

MAT 101 - College Algebra

Physical Education (3 hours)

PED XYZ (1 credit hour classes each) or
KIN 123 & 124 - Fitness For Life and Nutrition for Well-Being

Chapel

Students at Mississippi College are required to complete chapel requirements based on the student classification at the time of enrollment as detailed below:

Freshman (0-23 semester hours) **4 semesters**
Sophomore (24-53 semester hours) **3 semesters**
Junior (54-83 semester hours) **2 semesters**
Senior (84 or more semester hours) **1 semester**

*Degree requirements and class offerings are subject to change each year. This page is for general information and not intended for advising purposes.

Recommended High School Preparation

Beyond meeting the minimum high school requirements for admission to Mississippi College, students who plan to enter the Graphic Design degree program are encouraged, but not required, to take courses in art, photography, journalism or computer science that help you develop skills in areas complementary to graphic design.

ART CLASSES (67 HOURS)

- ART 101 - Basic Design I
- ART 102 - Basic Design II
- ART 203 - Drawing I
- ART 204 - Drawing II
- ART 209 - Drawing III
- ART 205 - Introduction to Graphics Software
- ART 211 or 212 - Painting
- ART 215 - Graphic Design I
- ART 216 - Graphic Design II
- ART 315 - Graphic Design III
- ART 316 - Graphic Design IV
- ART 414 - Web Design I *
- ART 415 - Graphic Design Portfolio I
- ART 416 - Graphic Design Portfolio II
- ART 420 - Web Design II
- ART 481 - Digital Photography I
- ART 403 - Illustration
OR
- ART 417 - Digital Illustration
- ART 407 - History of Art I
- ART 408 - History of Art II
- ART 485 - Professional Internship
- ART 475 - Aesthetics
- ART 499 - Senior Art Exhibit
- ART Elective

MARKETING CONCENTRATION (18 HOURS)

- ___ MKT 381 – Marketing Principles
- ___ MKT 485 – Integrated Marketing Communications
- ___ MKT 481 – Consumer Behavior
- ___ MKT 486 – Marketing Strategy
- ___ MKT 482 – Retail & E-Commerce
- ___ MKT 383 or 429
(Personal Selling or Marketing Research)

SPEECH (3 HOURS)

COM 202, 203, or 304

Four-Year Academic Plan: The Marketing Concentration in Graphic Design at Mississippi College is a comprehensive 131-hour degree. Students are not required to declare a minor or take any foreign language. This degree typically takes 8 semesters to complete. If you have any questions about customizing your plan (including transferring credit or study abroad semesters), please contact us to schedule a meeting with the graphic design advisor.

FALL SEMESTER

- Art 101- Basic Design I 3
- Art 205 - Intro. to Graphic Soft. 3
- Any 3-hour Core Class 3
- Any 3-hour Core Class 3
- Any 3-hour Core Class 3
- Any 3-hour Core Class 3
- Chapel 0

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SPRING SEMESTER

- Art 102 - Basic Design II 3
- Art 203 - Drawing I 3
- Any 3-hour Core Class 3
- Any 3-hour Core Class 3
- Any 3-hour Core Class 3
- Any 3-hour Core Class 3
- Chapel 0

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- Art 215 - Graphic Design I 3
- Art 211 or 212 - Painting 3
- MKT 381 - Marketing Princ. 3
- Any 3-hour Core Class 3
- Any 3-hour Science w/lab 3
- 1 Hour Science Lab 1
- Chapel 0

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- Art 315 - Graphic Design III 3
- Art 407 - Art History I 3
- Art 303 - Drawing III 3
- MKT 481 - Consumer Behavior 3
- MKT 383 - Personal Selling 3
- 1-hour PE Class 1

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- Art 415 - Portfolio I 3
- Art 414 - Web Design I 3
- Art 403 or 318 - Illustration 3
- MKT 485 - Integrated Mkt. 3
- Art 481 - Photography I 3

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