



# GRAPHIC DESIGN MARKETING CONCENTRATION

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

## 130 HOURS TOTAL

### INCLUDES CLASSES IN

- » MARKETING AND BRANDING
- » SALES AND CONSUMER BEHAVIOR
- » DESIGN FUNDAMENTALS
- » SOFTWARE TRAINING
- » LAYOUT AND PRODUCTION
- » INTERACTIVE DESIGN
- » PORTFOLIO DEVELOPMENT
- » DRAWING & PAINTING
- » PHOTOGRAPHY
- » 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](mailto:ivey@mc.edu)

## Start your career as a:

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



**ART**  
[art.mc.edu](http://art.mc.edu)

## CORE CLASSES (33 HOURS)

### English & Literature (9 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 (3 hours)

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

### Science (4 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 (2 hours)

PED XYZ (1 credit hour classes each) or  
KIN 123 - Fitness For Life

### 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 (70 HOURS)

- ART 101 - Basic Design I
- ART 102 - Basic Design II
- ART 203 - Drawing I
- ART 204 - Drawing II
- ART 209 - Animation
- ART 205 - Introduction to Graphics Software
- ART 211 or 212 - Painting
- ART 215 - Graphic Design I
- ART 216 - Graphic Design II
- ART 281 - Intro. to Digital Photography
- ART 315 - Graphic Design III
- ART 316 - Graphic Design IV
- ART 414 - Interactive Design
- ART 415 - Graphic Design Portfolio I
- ART 416 - Graphic Design Portfolio II
- ART 403 - Illustration  
OR
- ART 317 - Digital Illustration
- ART 407 - History of Art I
- ART 408 - History of Art II
- ART 417 - Art and the Gospel
- 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

## COMPUTER SCIENCE (3 HOURS)

CSC 114 - Intro. to Computer Science

## GENERAL ELECTIVES (3 HOURS)

Any 3-hour course

**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
- ENGLISH CORE 3
- MATH CORE 3
- BIBLE CORE 3
- HISTORY CORE 3
- Chapel

**18**

## SPRING SEMESTER

- Art 102 - Basic Design II 3
- Art 209 - Animation 3
- ENGLISH CORE 3
- SOCIAL SCIENCE CORE 3
- BIBLE CORE 3
- HISTORY CORE 3
- Chapel

**18**

**1**

**2**

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**4**

- Art 215 - Graphic Design I 3
- Art 203 - Drawing I 3
- MARKETING 3
- ENGLISH CORE 3
- SCIENCE CORE WITH LAB 4
- PE CORE 2
- Chapel

**18**

- Art 216 - Graphic Design II 3
- Art 204 - Drawing II 3
- Art 211 or 212 - Painting 3
- SPEECH 3
- MARKETING 3
- COMPUTER SCIENCE 3
- Chapel

**18**

- Art 315 - Graphic Design III 3
- Art 407 - Art History I 3
- 317 - Digital Illustration 3
- ART ELECTIVE 3
- MARKETING 3

**15**

- Art 316 - Graphic Design IV 3
- Art 408 - Art History II 3
- Art 281 - Intro to Photo. 3
- Art 403 or 318 - Illustration 3
- MARKETING 3

**15**

- Art 415 - Portfolio I 3
- Art 414 - Interactive design 3
- Art 417 - Art and the Gospel 3
- Art 485 - Graphic Design Intern. 3
- MARKETING 3

- Art 499 - Sr. Exhibit (1-hr) 1
- Art 416 - Portfolio II 3
- Art 475 - Aesthetics 3
- GENERAL ELECTIVE 3
- MARKETING 3

**15**

**13**