

INTEGRATED MARKETING AND COMMUNICATION

ONLINE AND ON CAMPUS • BACHELOR OF APPLIED SCIENCE



BISMARCK
STATE COLLEGE

North Dakota's
Polytechnic Institution



Based on employment trends, career opportunities requiring integrated marketing and communication skills are rising and will continue to increase in our communication-dependent society. Over 150,000 job openings today call for these integrated skills for leadership roles in business and industry.

CAREER opportunities

This degree prepares graduates for leadership roles in the marketing and communication industry, including marketing manager, public relations specialist, social media strategist, brand manager, advertising account executive, digital marketing specialist, media relations coordinator or marketing communications director.

HANDS-ON LEARNING **WORKFORCE READY.**

Lead the conversation and the campaign.

Bismarck State College's Bachelor of Applied Science in Integrated Marketing and Communication gives you the skills to succeed in today's fast-moving communication and media landscape.

You'll learn how to create, manage and deliver powerful messages across digital, print, social media and broadcast platforms. This hands-on program blends marketing, advertising, public relations, digital media and strategic communication to help you craft campaigns that connect with diverse audiences.

Coursework focuses on real-world skills in public relations, media production, branding, and communication strategy, preparing you for leadership roles in industries like media, marketing, corporate communications, and advertising.

PRESCRIBED TECHNICAL REQUIREMENTS

This degree is stacked with the Strategic Communication Associate of Applied Science. Credits from previous courses in communication, business administration, management and leadership may meet requirements for this Bachelor of Applied Science degree.



**STACKABLE
CERTIFICATES**



**FLEXIBLE
PATHWAYS**



**\$81.7K MEDIAN
SALARY**

*Earning estimates were provided by Lightcast in the spring of 2025



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