

# Bachelor of Science in Integrated Marketing

## Communication



**KEISER**  
UNIVERSITY



# Undergraduate Programs

## Latin American Campus

### Bachelor's Degrees and Engineering Programs

#### San Marcos (In English):

- Business Administration
  - Concentrations: Management, Marketing, Finance, and International Business
- Management Information Systems
- Software Engineering
- Psychology
- Global Affairs and International Relations
- Integrated Marketing Communications
- Interdisciplinary Studies

#### Managua (In Spanish):

- Integrated Marketing Communications
- Psychology

### 2-Year Programs

- Business Administration
- Graphic Arts and Design

### Online Education

More than 50 online programs offered by the Latin American Campus and our online platform from Keiser University in the United States.

### Benefits



American Degree



Prestigious Faculty



Residential Campus in San Marcos



Successful Graduates



Safe and Multicultural Environment



# Bachelor of Science in Integrated Marketing Communication

The Bachelor of Science in Integrated Marketing Communication at Keiser University prepares students for careers in marketing, advertising, public relations, communications, social media technology and applications, and management. Students take courses in management, marketing, public relations, social media applications and technology, and communications to learn key concepts for ethical decision-making and other essential elements of marketing and communication. They will also learn to apply marketing and communication theories and practices in both local and global work environments.

## Career Fields

- Brand Manager
- Business or Organizational Consultant
- Account Manager at Advertising Agencies
- Marketing and Sales Manager
- Customer Service Manager
- Market Researcher
- Entrepreneur
- Promotion and Trade Marketing Manager
- Product Development Manager



## Program Objectives:



Apply key concepts from communication theory and practice.



Understand marketing and communication principles and how to apply them in the workplace.



Apply management and marketing skills within the changing landscape of marketing and communication.



Use relevant technology within the marketing and communication framework.

## Core Courses\*

- Marketing Strategy
- Service Marketing
- E-Marketing
- Advertising/Promotion Management
- Social Media and Society
- Business and Professional Communication
- Intercultural Communication
- Communication, Technology, and Change
- Political Communication
- Public Relations Campaigns
- International Business
- Project Management
- Sales Management
- History and Philosophy of American Media
- Introduction to Communication Research
- Communication Law and Ethics
- Consumer Behavior
- Industrial/Organizational Psychology
- Persuasion



\* Some courses are subject to change by Keiser University's internal policies.





### Admission Requirements:

- Completed application form.
- Original high school transcripts for the last two years.
- Copy of high school graduation diploma.
- Logic test: Wonderlic.
- Copy of identification.
- Full-face photograph.

### Steps to enroll at Keiser University:

- 1 Complete the admission application form and pay the \$50 USD non-refundable application fee.
- 2 Submit all admission documents.
- 3 Complete the Financial Aid Package Application form with all required supporting documentation (if applicable).
- 4 Take the English and Math placement tests (required for English-language programs).
- 5 Accept and sign the payment plan.
- 6 Submit the dormitory application and reservation fee (required for San Marcos campus).
- 7 Pay the first installment or the full semester tuition to receive a 5% discount.
- 8 Register for classes.
- 9 Attend classes.



# KEISER --- UNIVERSITY

*Contact Us!*

**Admissions Office – Nicaragua**

UNO Gas Station, two blocks south, San Marcos, Carazo  
Phone: (505) 2535-2314 / 2278-6911

