



College of Business & Technology

Master of Business Administration Integrated Communications Track

Integrated Communications Track

This track offers a unique blend of public relations, marketing and corporate communication designed to enhance individual contributions to a business organization across a dynamic global marketplace. Building upon the EKU MBA curriculum, this track will deliver a set of integrated communication methodologies and experiences to address strategic communication initiatives in a corporate setting.

Integrated Communication Strengths

- Track supports the MBA Mission by:
 - AACSB qualified faculty in the College of Business & Technology teach track courses.
 - Completion of course work in less than two years with two courses taken every semester.
 - Providing specialization in a unique area.
 - Providing an opportunity of looking at industry concerns in innovative ways.
 - Providing emphasis on ethics.
 - Providing integration of technology.
 - Providing opportunities for enhancing communication and team skills.
- Good communication skills are the number one quality an employer seeks in a new hire (per employer surveys).
- This track provides integration among the various disciplines.
- Only MBA Program in the Kentucky area with this same track.

Career Opportunities

Potential job opportunities for MBA students specializing in Integrated Communications include:

- Communications Specialist
- Public Relations
- Crisis Communications
- Investor Relations
- Community Relations
- Information Management
- Sports Marketing
- Event Planners
- Corporate Trainers
- Advertising
- Marketing
- Alumni Affairs
- Grant Proposals
- Non-profit Administrators

For More Information:



MBA Office
BTC 257
Eastern Kentucky University
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Richmond, KY 40475-3102
859-622-1775
www.mba.eku.edu



University requirements for: Master of Business Administration (M.B.A.)

Integrated Communications Track

MBA Core Courses (24 hours)

ACC 850	Managerial Accounting
CCT 850	Strategic Business Communications
CIS 850	Management of Information Systems
FIN 850	Strategic Financial Management
GBU 851	Business Strategy
MGT 850	Leading and Managing Organizations
MKT 850	Marketing Management
QMB 850	Statistical Methods for Business

Elective Courses (9 hours)

CCT 750	Integrated Managerial Communication
PUB 720	Integrated Public Relations
MKT 880	Integrated Marketing

Total Curriculum Requirements (33 hours*)

*Prerequisite Requirements

Applicants must complete the following prerequisite or equivalent courses before enrolling in graduate level MBA courses:

ACC 201	Introduction to Financial Accounting
ACC 202	Introduction to Managerial Accounting
CIS 300	Management Information Systems
FIN 300	Business Finance
MGT 300	Principles of Management
MKT 300	Principles of Marketing
QMB 200	Business Statistics I
ECO 230	Principles of Economics I (Microeconomics)
ECO 231	Principles of Economics II (Macroeconomics)



MBA VISION STATEMENT

EKU's MBA Program will provide educational opportunities to enhance the professionalism and abilities of its students through an AACSB International accredited business program designed for working professionals and recent graduates.

MBA Mission Statement

EKU's MBA Program is committed to providing students with the tools and experiences they need to broaden their professionalism and add value to their companies and the communities where they live. To ensure that MBA students achieve a competitive edge in today's global marketplace, EKU's MBA Program is dedicated to these six major themes:

- **Quality**—EKU's MBA Program is accredited by the premier accrediting body for business programs, AACSB International. Classes are taught by full-time graduate faculty who meet high standards of instruction and research.
- **Flexibility**—Students may attend on a part-time or full-time basis. Classes are scheduled on nights and weekends for working professionals. The Program accepts both business and non-business degree applicants.
- **Specialization**—Students may design their degree as a general business program building expertise in many areas or may choose to specialize.
- **Application**—Student projects are designed based on real-world issues that may effectively solve workplace problems or provide new ways of looking at industry concerns. Emphasis is placed on discussions of business ethics.
- **Technology**—Classes integrate technology at all levels of the curriculum whether in a traditional classroom or through web-enhanced classes.
- **Professionalism**—Challenging coursework and peer interactions provide opportunities for enhancing communication, leadership, team, and networking skills.

Where Students and Learning Come First!

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