

# Graphic Design & Marketing Dynamics

Graphic design & Marketing Dynamics is a hybrid degree program combining courses from the School of Arts and Sciences and the School of Business, specifically designed to equip students with professional-grade graphic design skills and an informed understanding of the contemporary marketplace. Coursework includes:

## Graphic Design courses

- Introduction to Graphic Design
- Introduction to Web Design
- Advanced Graphic Design Electives
- Production Lab
- Portfolio
- Communication Internship
- Capstone Project

## Business and Marketing courses

- Personal Finance
- Principles of Management
- Principles of Advertising
- Public Relations
- Principles of Marketing
- Business Research Methods
- Marketing Management
- Consumer Behavior

For more information, contact the OWU Communication Arts Program, at [comm@okwu.edu](mailto:comm@okwu.edu) or 918.335.6808.