

MARKETING COMMUNICATIONS - ASSOCIATE OF APPLIED SCIENCE DEGREE (AAS)

Explore More About This Program: <https://cwi.edu/program/marketing-communications>

Degree Requirements

Course	Course Title	Min Credits
General Education Requirements		
<i>Complete the following course to fulfill the GEM 1 requirement:</i>		
<u>GEM 1 - Written Communication course</u>		3
<i>Complete the following course to fulfill the GEM 2 requirement:</i>		
<u>GEM 2 - Oral Communication course</u>		3
<i>Complete the following recommended course to fulfill the GEM 3 requirement:</i>		
FINA 109	Personal Finance and Business Math ¹	3
<i>Complete the following recommended course to fulfill the GEM 6 requirement:</i>		
PSYC 140	Human Relations for Career and Personal Success ¹	3
<i>Complete the following course to fulfill the General Education Elective requirement:</i>		
<u>GE Elective course</u>		3
Major Requirements		
ADMS 133	Business English	3
BUSA 101	Introduction to Business	3
BUSA 120	Business Software Applications	3
COMM 259	Communicating Through Web Design	3
COMM 275	Digital Design and Publishing	3
COMM 278	Principles of Public Relations	3
MRKT 125	Introduction to Marketing	3
MRKT 203	Principles of Promotion	3
MRKT 240	Social Media Management	3
MRKT 245	Business Simulation and Analysis	3
MRKT 246	Advanced Digital Marketing	3
MRKT 290	Marketing Communications Capstone	3
Select three Marketing Communications Electives from one of the emphasis areas listed below		9
Minimum Credit Hours Required		60

¹ This general education (GE) course is recommended by the department as the most beneficial GE option for students in this program. **Please note that students may fulfill their GE requirement by completing another course from within the applicable general education category.**

Marketing Communications Electives

Course	Course Title	Min Credits
Select three courses from one of the following emphases:		
<i>Entrepreneurial Emphasis</i>		
ADMS 245	The Virtual Office	
MRKT 257	Principles of Management	
MRKT 262	Business Plan Development	
<i>Creative Emphasis</i>		
COMM 150	Digital Photography I	

COMM 261	Multimedia Storytelling
COMM 268	Introduction to Video Production
COMM 269	Introduction to Audio Production
COMM 279	Public Relations Campaigns

Minimum Credit Hours Required

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