

MARKETING COMMUNICATIONS - ASSOCIATE OF APPLIED SCIENCE DEGREE (AAS)

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

Degree Quick Facts

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Communication, Marketing, and Media Arts
- **Program Code:** MRKT.AAS
- **Program Type:** Career and Technical Education
- **Available Fully Online:** No
- **Eligible for Federal Financial Aid:** Yes

NOTE: Courses required for this program *may* have an additional fee; more information can be found on the [Special Course Fees](#) web page.

Degree Requirements

Course	Course Title	Min Credits
General Education Requirements		
GEM 1 - Written Communication course		3
GEM 2 - Oral Communication course		3
FINA 109	Personal Finance and Business Math (Recommended GEM 3) ¹	3
PSYC 140	Human Relations for Career and Personal Success (Recommended GEM 6) ¹	3
GE Elective course		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:		9
<i>Entrepreneurial Emphasis</i>		
ADMS 245	The Virtual Office	
BUSA 220	Entrepreneurial Strategy	
MRKT 257	Principles of Management	
<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		9