

MARKETING COMMUNICATIONS - ADVANCED TECHNICAL CERTIFICATE (ATC)

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

Certificate Quick Facts

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Communication, Marketing, and Media Arts
- **Program Code:** MRKT.ATC
- **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.

Certificate Requirements

Course	Course Title	Min Credits
General Education Requirements		
ENGL 101	Writing and Rhetoric I (GEM 1)	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
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		54

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 Elective

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

Certificate Plan

The course sequence listed below is strongly recommended in order to complete your program requirements. Many Career and Technical Education (CTE) courses have prerequisites and/or corequisites that have been accounted for within this Plan of Study Guide. Please register for your major requirements each semester as shown below using the Student Planning tool in myCWI. Consult your advisor for any questions regarding this plan.

NOTE: The required general education courses may be completed during any semester the student prefers, including summer semesters.

First Year

Fall		Credit Hours
ADMS 133	Business English	3
BUSA 101	Introduction to Business	3
BUSA 120	Business Software Applications	3
ENGL 101	Writing and Rhetoric I (GEM 1)	3
MRKT 125	Introduction to Marketing	3
Total Semester Credit Hours		15

Spring

FINA 109	Personal Finance and Business Math (Recommended GEM 3) ¹	3
MRKT 203	Principles of Promotion	3
MRKT 240	Social Media Management	3
Marketing Communications Elective	Select one course from your chosen emphasis area listed below	3
Total Semester Credit Hours		12

Second Year

Fall		
COMM 275	Digital Design and Publishing	3
COMM 278	Principles of Public Relations	3
MRKT 245	Business Simulation and Analysis	3
PSYC 140	Human Relations for Career and Personal Success (Recommended GEM 6) ¹	3
Marketing Communications Elective	Select one course from your chosen emphasis area listed below	3
Total Semester Credit Hours		15

Spring

COMM 259	Communicating Through Web Design	3
MRKT 246	Advanced Digital Marketing	3
MRKT 290	Marketing Communications Capstone	3
Marketing Communications Elective	Select one course from your chosen emphasis area listed below	3
Total Semester Credit Hours		12
Minimum Credit Hours Required		54

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Marketing Communications Elective

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COMM 269	Introduction to Audio Production	

COMM 279

Public Relations Campaigns

Minimum Credit Hours Required

9

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Apply, measure, and evaluate digital marketing efforts.
- Develop and apply skills to create and assess digital marketing strategies that align with larger strategic plans.
- Develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
- Demonstrate and explain the core concepts of marketing in business and develop marketing strategies and integrated marketing communications plans.
- Apply and assess the latest digital marketing technologies.
- Discuss and analyze the role of digital media in different marketing fields.
- Articulate the ethical impact of digital marketing efforts.
- Develop written communication skills that are applicable to a profession in digital marketing.
- Demonstrate knowledge of the instrumental role of marketing in a global business environment.
- Recognize and apply a global perspective to marketing, demonstrating an awareness of society and international cultures.
- Analyze and interpret social trends that encompass today's evolving society.
- Critically analyze the appropriateness of each of the major digital marketing channels (i.e. paid, organic, affiliate, social, email and mobile applications, etc.) against marketing strategies.
- Analyze and apply design concepts and tools to execute marketing campaigns.