

# MARKETING COMMUNICATIONS - INTERMEDIATE TECHNICAL CERTIFICATE (ITC)

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.ITC
- **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 |
|---------------------------------------|--|-------------|
| <b>General Education Requirements</b> |  |             |
| ENGL 101                              | Writing and Rhetoric I (GEM 1)   | 3           |
| FINA 109                              | Personal Finance and Business Math (Recommended GEM 3) <sup>1</sup>      | 3           |
| PSYC 140                              | Human Relations for Career and Personal Success (Recommended GEM 6)<br>1 | 3           |
| <b>Major Requirements</b>             |  |             |
| ADMS 133                              | Business English   | 3           |
| BUSA 101                              | Introduction to Business   | 3           |
| BUSA 120                              | Business Software Applications   | 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 257                              | Principles of Management   | 3           |
| <b>Minimum Credit Hours Required</b>  |  | <b>33</b>   |

<sup>1</sup> 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 designated general education category.**

## 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 course sequence plan. 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            |
| <b>Total Semester Credit Hours</b> |   | <b>15</b>    |
| Spring                             |   | Credit Hours |
| COMM 278                           | Principles of Public Relations                                      | 3            |
| FINA 109                           | Personal Finance and Business Math (Recommended GEM 3) <sup>1</sup> | 3            |
| MRKT 203                           | Principles of Promotion   | 3            |

|                                      |  |           |
|--------------------------------------|--|-----------|
| MRKT 240                             | Social Media Management  | 3         |
| MRKT 257                             | Principles of Management   | 3         |
| PSYC 140                             | Human Relations for Career and Personal Success (Recommended GEM 6) <sup>1</sup> | 3         |
| <b>Total Semester Credit Hours</b>   |  | <b>18</b> |
| <b>Minimum Credit Hours Required</b> |  | <b>33</b> |

<sup>1</sup> 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 designated general education category.**

## Program Learning Outcomes

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

- Apply, measure, and evaluate digital marketing efforts.
- Apply and assess the latest digital marketing technologies.
- Discuss and analyze the role of digital media in different marketing fields.
- Marketing Communications graduates will be able to articulate the ethical impact of digital marketing efforts.
- Develop written communication skills that are applicable to a profession in digital marketing.
- Analyze and apply design concepts and tools to execute marketing campaigns.