

MARKETING COMMUNICATIONS - INTERMEDIATE TECHNICAL CERTIFICATE (ITC)

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

Certificate Requirements

Course	Course Title	Min Credits
General Education Requirements		
<i>Choose one of the following courses to complete the GEM 1 or GEM 2 requirement:</i>		
Select one of the following:		
	<u>GEM 1 - Written Communication course</u>	3
	<u>GEM 2 - Oral Communication course</u>	
<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
Major Requirements		
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
Minimum Credit Hours Required		33

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.**

Plan of Study Guide

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 Student Success 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
FINA 109	Personal Finance and Business Math (Recommended GEM 3) ¹	3
MRKT 125	Introduction to Marketing	3
Total Semester Credit Hours		15

Spring

COMM 278	Principles of Public Relations	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) ¹	3
Select one of the following:		3
<u>GEM 1 - Written Communication course</u>		
<u>GEM 2 - Oral Communication course</u>		
Total Semester Credit Hours		18
Minimum Credit Hours Required		33

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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.