

# MARKETING COMMUNICATIONS - INTERMEDIATE TECHNICAL CERTIFICATE (ITC)

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

## Certificate Requirements

Course	Course Title	Min Credits
<b>General Education Requirements</b>		
<i>Choose one of the following courses to complete the GEM 1 or GEM 2 requirement:</i>		
Select one of the following:		3
<u>GEM 1 - Written Communication course</u>		
<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 <sup>1</sup>	3
<i>Complete the following recommended course to fulfill the GEM 6 requirement:</i>		
PSYC 140	Human Relations for Career and Personal Success <sup>1</sup>	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 applicable general education category.**