

MARKETING COMMUNICATIONS - ADVANCED TECHNICAL CERTIFICATE (ATC)

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:		3
GEM 1 - Written Communication course		
GEM 2 - Oral Communication course		
<i>Complete the following course to fulfill the GEM 3 requirement:</i>		
FINA 109	Personal Finance and Business Math	3
<i>Complete the following course to fulfill the GEM 6 requirement:</i>		
PSYC 140	Human Relations for Career and Personal Success	3
Major Requirements		
ADMS 133	Business English	3
ADMS 231	Business Writing	3
BUSA 101	Introduction to Business	3
BUSA 120	Business Software Applications	3
BUSA 265	Business Law	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	Principles of Selling	3
MRKT 245	Business Simulation and Analysis	3
MRKT 257	Principles of Management	3
MRKT 262	Business Plan Development	3
MRKT 290	Marketing Communications Capstone	3
Minimum Credit Hours Required		54

Gainful Employment: For more information about our graduation rates, the median debt of students who have completed the program, and other important information, please visit our website at cwidaho.cc/ge (<https://cwidaho.cc/ge>).

Plan of Study Guide

Below is the required sequence of courses that you need to take in order to complete your program requirements. Please register for each semester as shown below using the Student Planning tool in myCWI. Consult your Student Success Advisor for any questions regarding this course sequence plan.

First Year

Fall		Credit Hours
ADMS 133	Business English	3
BUSA 101	Introduction to Business	3

BUSA 120	Business Software Applications	3
MRKT 125	Introduction to Marketing	3
FINA 109	Personal Finance and Business Math (GEM 3)	3
Total Semester Credit Hours		15
Spring		
COMM 278	Principles of Public Relations	3
MRKT 203	Principles of Promotion	3
MRKT 240	Principles of Selling	3
Select one of the following:		3
GEM 1 - Written Communication course		
GEM 2 - Oral Communication course		
Total Semester Credit Hours		12
Second Year		
Fall		
ADMS 231	Business Writing	3
BUSA 265	Business Law	3
COMM 275	Digital Design and Publishing	3
MRKT 245	Business Simulation and Analysis	3
MRKT 257	Principles of Management	3
Total Semester Credit Hours		15
Spring		
COMM 259	Communicating Through Web Design	3
MRKT 262	Business Plan Development	3
MRKT 290	Marketing Communications Capstone	3
PSYC 140	Human Relations for Career and Personal Success (GEM 6)	3
Total Semester Credit Hours		12
Minimum Credit Hours Required		54

Program Outcomes

The following are student learning outcomes for the Advanced Technical Certificate in Marketing Communications at CWI:

- Marketing Communications graduates will be able to apply, measure, and evaluate digital marketing efforts.
- Marketing Communications graduates will develop and apply skills to create and assess digital marketing strategies that align with larger strategic plans.
- Marketing Communications graduates will be able to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
- Marketing Communications graduates will demonstrate and explain core concepts of marketing in business and will be able to develop marketing strategies and integrated marketing communications plans.
- Marketing Communications graduates will be able to apply and assess the latest digital marketing technologies.
- Marketing Communications graduates will be able to discuss and analyze the role of digital media in the different marketing fields.
- Marketing Communications graduates will be able to articulate the ethical impact of digital marketing efforts.
- Marketing Communications graduates will develop written communication skills that are applicable for a profession in digital marketing.
- Marketing Communications graduates will be able to demonstrate knowledge of the instrumental role of marketing in a global business environment. They will also be able to recognize and apply a global perspective and demonstrate awareness that features society and international cultures.
- Marketing Communications graduates will be able to analyze and interpret social trends that encompass today's evolving society.
- Marketing Communications graduates are able to 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.
- Marketing Communications graduates will be able to analyze and apply design concepts and tools to execute marketing campaigns.