

MARKETING COMMUNICATIONS - ADVANCED TECHNICAL CERTIFICATE (ATC)

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

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

		Credit Hours
Fall		
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

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