



A.A.S. Fashion/Retail Marketing > B.A. Communication: Integrated Marketing

The Communication: Integrated Marketing major prepares students for fast-paced, constantly evolving careers in communication and marketing. Students learn in-demand skills, gain work-ready experience through internships and projects, and become critical and creative thinkers ready to meet the challenges of today's workplace. Our graduates get jobs in Digital Marketing, Public Relations, Marketing Communications, Recruitment, and more.

Agreement Description: The purpose of this degree completion agreement is to provide a seamless transfer process for learners at Milwaukee Area Technical College to enter Mount Mary University for further education and credentials.

Students holding an A.A.S. in Fashion/Retail Marketing from MATC should be able to complete a B.A. in Communication: Integrated Marketing within two full-time years, or 64 credits.

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DEGREE REQUIREMENTS/ 128 credits	
MATC Courses / 64 credits	Mount Mary Courses / 128 credits
MATC Fashion/Retail Marketing Courses	Communication: Integrated Marketing Courses
MKTG 102 Marketing Principles (3 credits)	BUS 331 Principles of Marketing (3 credits)
MKTG-104 Selling Principles (3 credits)	COM 343 Persuasive Communication (3 credits)
MKTG-175 Marketing Internship 1 (1 credit)	COM 498 Internship (needs to complete 2 more credits)
EBUS-118 Social Media Technologies (3 credits)	ENG 125 Writing for Social Media (3 credits)
ACCTG-110 Financial Accounting (3 credits)	COM 365 Special Topics in Comm. (3 credits) x 6 All 64 credits for an A.A.S. in Fashion/Retail Marketing at MATC must be completed in order to meet the above requirements and transfer all marketing-specific credits to the major.
MKTG-106 Retail Management (3 credits)	
MKTG-107 Customer Service Management (3 credits)	
MKTG-119 Visual Merchandising (3 credits)	
MKTG-124 Apparel Marketing (3 credits)	
MKTG-140 Fashion Analysis (3 credits)	
	COM 220 Communication Theory (3 credits)
	COM 255 Introduction to Media Studies (3 credits)
	COM 270 Integrated Marketing Communications (3 credits)
	COM 340 Digital Marketing and Social Media (3 credits)
	COM 410 Research Methods (3 credits)
	COM 420 Brand Strategy (3 credits)
	COM 494 Capstone Experience (2 credits)
	COM 498 Internship (2 more credits)
Communication BUS/GRD (min. 3 credits required) (met at MATC)	
BADM-145 Small Business Management (3 credits)	BUS 260 Introduction to Entrepreneurship (3 credits)
MKTG-125 Advertising (3 credits)	BUS 360 Advertising & Promotion (3 credits)

Communication PR (min. 3 credits required) (met at MATC)	
MKTG-145 Special Event Management (3 credits)	COM 491 Strategic Public Relations Management (3 credits)
Communication COM/ENG (min. 6 credits required) (met at MATC)	
MGTDEV-191 Supervision (3 credits)	COM 320 Organizational Communication (3 credits)
Core Courses (min. 48 credits, including 3 credits with global designation)	
Philosophy/Theology (min. 10 credits)	
	SEA 101 Search for Meaning (4 credits)
	Theology (min. 3 credits) (prereq. SEA 101)
	Philosophy (min. 3 credits) (prereq. SEA 101)
Communication/Math (min. 11 credits)	
	Composition (min. 3 credits: ENG 120 required)
If ENG 201 (3 credits) is taken.	ENG 110 Intro to College Writing (3 credits)
If ENG 202 (3 credits) is taken.	ENG 120 College Research Writing (3 credits)
	Communication (min. 2 credits)
If SPEECH-201 (3 credits) is taken.	COM 104 Public Speaking (2 credits)
	Mathematics requirement (min. 3 credits at level 104 or higher)
MATH-123 Math with Business Applications (3 credits)	MAT 104 Contemporary Mathematics (3 credits)
	World Language (min. 3 credits or equivalency fulfilled)
Literature/Fine Arts (min. 9 credits)	
	Fine Arts (min. 3 credits)
	Literature (min. 3 credits)
Option: (min. 3 credits) Choose three additional credits from either Fine Arts or Literature.	
Humanistics (History and Behavioral/Social Science) (min. 9 credits)	
	History (min. 3 credits)
Met. See equivalencies below.	Behavioral/Social Science (min. 3 credits)
ECON-195 Economics (3 credits)	BUS 301 Microeconomics (4 credits)
PSYCH-199 Psychology of Human Relations (3 credits)	PSY 103 Introduction to Psychology (4 credits)
SOCSCI-197 Contemporary American Society (3 credits)	SOC 101 Introductory Sociology (3 credits)
Option (min. 3 credits) Behavioral/Social Science or History. (Met at MATC; see equivalencies above.)	
Natural Sciences (min. 3 credits)	
NATSCI-149 Introduction to Geographical Info Systems (3 credits)	Science core. Met.
Elective credits (counting toward min. 128)	
COMPSW-106 Introduction to MS Office (3 credits)	Students will need approximately 15 elective credits to reach 128. These could be used to add a minor.

**This chart represents only those courses required for an A.A.S. Fashion/Retail Marketing from MATC. A student may have accrued more credits, and up to 72 credits will be granted for courses at MATC in which a student has earned a grade of "C" (2.0) or better.*

Graduation Requirements:

1. A total of **128 credits** are required to graduate. (A minimum of 32 credits must be earned at Mount Mary. Up to 72 credits will be granted for courses at MATC in which a student has earned a grade of “C” (2.0) or better.)
2. Course work must include writing, communication, mathematics, world language, and global competency. See current Undergraduate Bulletin for all graduation requirements.
3. **48 credits must be earned in the core curriculum courses.**



Transfer Contact Information

Schedule a Campus Visit

To schedule a campus visit online go to
<https://www.mtmary.edu/admissions/index.html>
or call (414) 930-3024

Transfer Admission Contacts

To speak to an Admissions Counselor your contacts are:

Antje Streckel

Associate Director

(414) 930-3468

streckea@mtmary.edu

Students with last names A-K

Andrea Kurtz

Associate Director

(414) 930-3285

kurtza@mtmary.edu

Students with last names L-Z

Financial Aid Contacts

To speak with a Financial Aid Counselor call (414) 930-3044

Faculty in the Communication Program

Marmy Clason

Associate Professor and Chair

Communication

School of Humanities, Social Sciences & Interdisciplinary Studies

(414) 930-3143

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