



A.A.S. Fashion/Retail Marketing > B.A. Communication: Public Relations

The Communication: Public Relations major prepares students for fast-paced, constantly evolving careers in communication and public relations. 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: Public Relations 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: Public Relations Courses
MKTG-104 Selling Principles (3 credits)	COM 343 Persuasive Communication (3 credits)
MKTG-145 Special Event Management (3 credits)	COM 491 Strategic Public Relations Management (3 credits)
MKTG-175 Marketing Internship 1 (1 credit)	COM 498 Internship (needs to complete 2 more credits)
MKTG-107 Customer Service Management (3 credits)	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-119 Visual Merchandising (3 credits)	
MKTG-124 Apparel Marketing (3 credits)	
MKTG-140 Fashion Analysis (3 credits)	
ACCTG-110 Financial Accounting (3 credits)	
BADM-145 Small Business Management (3 credits)	
	COM 220 Communication Theory (3 credits)
	COM 255 Introduction to Media Studies (3 credits)
	COM 301 Introduction to Public Relations (3 credits)
	COM 355 Crisis Communication (3 credits)
	COM 410 Research Methods (3 credits)
	COM 494 Capstone Experience (2 credits)
	COM 498 Internship (2 more credits)

Communication ENG (min. 3 credits required) (met at MATC)	
EBUS-118 Social Media Technologies (3 credits)	ENG 220 Special Topics in Writing (3 credits)
Communication COM (choose one course from following) (met at MATC)	
MGTDEV-191 Supervision (3 credits)	COM 320 Organizational Communication (3 credits)
Communication COM/GRD (min. 3 credits required) (met at MATC)	
MKTG-125 Advertising (3 credits)	COM 385 Media in the Modern World (3 credits)
Communication COM/BUS (min. 3 credits required) (met at MATC)	
MKTG-102 Marketing Principles (3 credits)	BUS 331 Principles of Marketing (3 credits)
MKTG-106 Retail Management (for COM-PR only) (3 credits)	BUS 362 Principles of Management (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 12 elective credits to reach 128.

*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 <i>Students with last names A-K</i>	Andrea Kurtz Associate Director (414) 930-3285 kurtza@mtmary.edu <i>Students with last names L-Z</i>
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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
clasonm@mtmary.edu