



A.A.S. 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 Waukesha County Technical College to enter Mount Mary University for further education and credentials.

Students holding an A.A.S. in Marketing from WCTC should be able to complete a B.A. in Communication: Integrated Marketing within two full-time years, or 65 credits.

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DEGREE REQUIREMENTS / 128 credits	
WCTC Courses / 63 credits	Mount Mary Courses / 128 credits
Major Courses	
104-173 Marketing Research (3 credits)	COM 410 Research Methods (3 credits)
104-104 Sales Principles (3 credits)	COM 343 Persuasive Communication (3 credits)
104-102 Marketing Principles (3 credits)	BUS 331 Principles of Marketing (3 credits)
104-109 Social Media Marketing (3 credits)	ENG 125 Writing for Social Media (3 credits)
102-100 Contemporary Business (3 credits)	COM 365 Special Topics (3 credits) x 9
104-112 Personal Brand (3 credits)	
106-110 Intro to Software Applications (3 credits)	
104-156 Business to Business Marketing (3 credits)	
196-140 Managing People (3 credits)	
101-105 Accounting Fundamentals (3 credits)	
138-155 Global Marketing (3 credits)	
145-100 Introduction to Entrepreneurship (3 credits)	
104-172 Marketing Management (3 credits)	
	Major Courses still needed: 20 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 420 Brand Strategy (3 credits)
	COM 494 Capstone Experience (2 credits)
	COM 498 Internship (3-4 credits)
Communication BUS/GRD (min. 3 credits) (met at WCTC)	

145-100 Introduction to Entrepreneurship (3 credits)	BUS 260 Introduction to Entrepreneurship (3 credits)
104-125 Advertising (3 credits)	BUS 360 Advertising & Promotion (3 credits)
Communication PR (min. 3 credits) (met at WCTC)	
104-165 Marketing Public Relations (3 credits)	COM 301 Introduction to Public Relations (3 credits)
Communication COM/ENG (min. 6 credits) (met at WCTC)	
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)
809-136 English Composition 1 (3 credits)	ENG 110 Intro to College Writing (3 credits)
	ENG 120 College Research Writing (3 credits)
	Communication (min. 2 credits)
801-196 Oral/Interpersonal Communication (3 credits)	COM 104 Public Speaking (2 credits)
	Mathematics requirement (min. 3 credits at level 104 or higher)
804-123 Math w/Business Applications (3 credits)	MAT 104 Contemporary Mathematics (3 credits)
	World Language (min. 3 credits or equivalency fulfilled)
Literature/Fine Arts (min. 9 credits) There are many courses that meet this requirement.	
	Fine Arts (min. 3 credits)
	Literature (min. 3 credits)
Option: (min. 3 credits) Choose three additional credits from either Fine Arts or Literature.	
Humanistics (min. 9 credits)	
	History (min. 3 credits)
Behavioral/Social Science (min. 3 credits)	
809-196 Introduction to Sociology (3 credits)	SOC 101 Introductory Sociology (3 credits)
809-199 Psychology of Human Relations (3 credits)	PSY 100 Psychology of Human Adjustment (3 credits)
809-195 Economics (3 credits)	BUS 301 Microeconomics (4 credits)
Natural Sciences (min. 3 credits)	
Elective credits (counting toward min. 128)	

**This chart represents only those courses required for an A.A.S. Marketing Management from Waukesha County Technical College. A student may have accrued more credits, and up to 72 credits will be granted for courses at Waukesha County Technical College 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 Waukesha County Technical College 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

clasonm@mtmary.edu