



AAS Marketing > Bachelor of Arts Communication: Integrated Marketing (BA)

DEGREE REQUIREMENTS	
Gateway Technical College / 61 credits	Mount Mary University / 128 credits
AAS Marketing General Education Courses	Bachelor of Communication – Integrated Marketing Core Courses
801-136 English Composition I (3)	ENG 110 Introduction to College Writing (3)
801-196 Oral/Interpersonal Communication (3) OR 801-198 Speech (3)	COM 104 Public Speaking (2)
804-123 Math w/ Business Apps (3) OR 804-115 College Technical Mathematics 1 (5)	MAT 104 Contemporary Mathematics (4) OR MAT 105 Introductory Algebra (4) (both meet MAT requirement)
809-198 Intro to Psychology (3)	PSY 103 Introduction to Psychology (4)
809-172 Intro to Diversity Studies (3)	SOC 210 Race, Class, & Gender (3)
809-144 Macroeconomics (3)	BUS 302 Macroeconomics (3)
AAS Marketing Major Courses	Bachelor of Communication – Integrated Marketing Major Courses
101-112 Accounting for Business (3) OR 101-114 Accounting Principles (4)	COM 365 Special Topics in Communication (3)
102-137 Introduction to Business (3) OR 102-160 Business Law (3)	COM 320 Organizational Communication (3)
103-103 Microsoft Excel II (1)	General Elective (1)
103-143 Computers for Professionals (3)	General Elective (3)
104-101 Marketing Principles (3)	BUS 331 Principles of Marketing (3)
104-104 Selling Principles (3)	BUS 360 Advertising & Promotion (3)
104-105 Promotion Principles (3)	COM 270 Integrated Marketing Communications (3)
104-109 Marketing/Sports & Event Intro (3)	COM 365 Special Topics in Communication (3)
104-115 Marketing Capstone/Internship (3)	COM 498 Internship (3)
104-116 Electronic Marketing/Social Media (3)	ENG 125 Writing for Social Media (3)
104-126 Business Marketing I (3)	COM 365 Special Topics in Communication (3)
104-172 Marketing Management (3)	COM 365 Special Topics in Communication (3)
104-173 Marketing Research (3)	COM 410 Research Methods (3)
104-194 International Marketing (3)	COM 365 Special Topics in Communication (3)
Completed AAS Marketing (61 credits) / Rest of credits below complete the BA	
	Bachelor of Communication – Integrated Marketing Remaining Major Courses (20 credits)
	COM 220 Communication Theory (3)
	COM 255 Introduction to Media Studies (3)
	COM 340 Digital Marketing and Social Media (3)
	COM 343 Persuasive Communication (3)
	COM 420 Brand Strategy (3)
	COM 494 Capstone Experience (2)

	COM 301 Introduction to Public Relations (3) OR COM 355 Crisis Communication (3) OR COM 491 Strategic Public Relations Management (3)
	Bachelor of Communication – Integrated Marketing Remaining Core Courses
	<i>Philosophy/Theology (min. 10 credits)</i>
	SEA 101 Search for Meaning (4)
	Theology (min. 3)
	Philosophy (min. 3)
	<i>Communication/Math (min. 11 credits*)</i>
	ENG 120 College Research Writing (3)
	World Language (3)
	*Min. credit number will be met through major.
	<i>Literature/Fine Arts (minimum 9 credits)</i>
	Literature (3)
	Fine Arts (3)
	Option of Literature or Fine Arts (minimum of 2 credits to complete 9 credit requirement)
	<i>Humanistics (min. 9 credits*)</i>
	History (3)
	*Min. credits have been met at GTC
	<i>Natural Science (3 credits)</i>

NOTE: Students holding an A.A.S. in Marketing from GTC should be able to complete a B.A. in Communication: Integrated Marketing within two full-time years, or 67 credits. Time to completion may be accelerated by transferring in up to 72 carefully selected credits (11 credits beyond the 61 credits required for the A.A.S.) from GTC in which they have earned a grade of “C” (2.0) or better.



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