



A.A.S. Creative Advertising Strategist > 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 Creative Advertising Strategist from MATC should be able to complete a B.A. in Communication: Integrated Marketing within two full-time years, or 59 credits.

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DEGREE REQUIREMENTS / 128 credits	
MATC Courses / 69 credits	Mount Mary Courses / 128 credits
MATC Creative Advertising Strategist Courses	Communication: Integrated Marketing Courses
CAS-126 History of Advertising Media/Design (3 credits)	COM 255 Introduction to Media Studies (3 credits)
CAS-141 New Media Strategies (3 credits)	ENG 125 Writing for Social Media (3 credits)
CAS-142 Brand and Media Strategies (3 credits)	COM 420 Brand Strategy (3 credits)
MKTG-102 Marketing Principles (3 credits)	BUS 331 Principles of Marketing (3 credits)
MKTG-129 Ad Campaign Strategies (3 credits)	COM 343 Persuasive Communication (3 credits)
MKTG-134 Integrated Marketing Communications (3 credits)	COM 270 Integrated Marketing Communications (3 credits)
MKTG-173 Marketing Research (3 credits)	COM 410 Research Methods (3 credits)
CAS-125 Concept Development 1 (3 credits)	COM 365 Special Topics in Comm. (3 credits) x 7 All 69 credits for an A.A.S. in Creative Advertising Strategist at MATC must be completed in order to meet the above requirements and transfer all marketing-specific credits to the major.
CAS-127 Creative Industry Business Practices (3 credits)	
Or	
COMPSW-106 Introduction to MS Office (3 credits)	
CAS-137 Concept Development 2 (3 credits)	
CAS-143 User Experience (3 credits)	
CAS-146 CAS Design Portfolio (3 credits)	

CAS-149 Practical Applications Workshop (3 credits)	
MKTG-144 Account Management (3 credits)	
	Major Courses still needed: 14 credits
	COM 220 Communication Theory (3 credits)
	COM 340 Digital Marketing and Social Media (3 credits)
	COM 494 Capstone Experience (2 credits)
	COM 498 Internship (3-4 credits)
Communication BUS/GRD (min. 3 credits required) (met at MATC)	
MKTG-104 Selling Principles (3 credits)	BUS 340 Consumer Behavior
MKTG-125 Advertising (3 credits)	BUS 360 Advertising & Promotion
Communication PR (min. 3 credits required)	
	COM 301 Introduction to Public Relations (3 credits)
	COM 355 Crisis Communication (3 credits)
	COM 491 Strategic Public Relations Management (3 credits)
Communication COM/ENG (min. 6 credits required) (met at MATC)	
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 107 College Mathematics 3 (credits)	MATH 101 Pre-Algebra: would count toward 128-credit minimum, but one of the classes below is required to meet requirement)
Any one of the following HS math options will meet the MMU Math requirement: 804 - 113 College Technical Mathematics 1A 804 - 114 College Technical Mathematics 1B 804 - 115 College Technical Mathematics 1 804 - 116 College Technical Mathematics 2 804 - 118 Interm. Algebra w/ Apps 804 - 123 Math w/ Business Apps 804 - 134 Mathematical Reasoning 804 - 144 Math of Finance 804 - 189 Introductory Statistics 804 - 195 College Algebra w/ Apps 804 - 196 Trigonometry w/ Apps 804 - 197 College Algebra w/ Apps 804 - 198 Calculus 1	Mathematics requirement (min. 3 credits at level 104 or higher)

	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 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-167 Science of Technology (3 credits)	Science Core
Elective credits (counting toward min. 128)	

*This chart represents only those courses required for an AAS in Creative Advertising Strategist 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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