



A.A.S. Marketing Management > 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 Marketing Management from MATC should be able to complete a B.A. in Communication: Public Relations within two full-time years, or 61 credits

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DEGREE REQUIREMENTS / 128 credits	
MATC Courses* / 67 credits	Mount Mary Courses / 128 credits
MATC Marketing Management Courses	Communication: Public Relations Courses
MKTG-104 Selling Principles (3 credits) Or MKTG-129 Advertising Campaign Strategies (3 credits)	COM 343 Persuasive Communication (3 credits)
MKTG-173 Market Research (3 credits)	COM 410 Research Methods (3 credits)
MKTG 175 Marketing Internship	COM 498 Internship (needs to complete 2 credits)
BADM-110 Business Communication w/ Technology (3 credits)	COM 365 Special Topics in Comm. (3 credits) x 9 All 67 credits for an A.A.S. in Marketing Management at MATC must be completed in order to meet the above requirements and transfer all 38 marketing-specific credits to the major.
ACCTG-110 Financial Accounting (3 credits) Or ACCTG 126 Accounting for Managers (3 credits)	
MKTG-125 Advertising (3 credits)	
MKTG-185 Negotiating Skills for Business (3 credits) Or MKTG-144 Account Management (3 credits)	
LOGMGT-164 Supply Chain Management (3 credits) Or MKTG 149 Account Management Workshop (3 credits)	
MKTG-107 Customer Service Management (3 credits)	
MKTG-160 Sales Management (3 credits)	

MKTG-174 Marketing Management (3 credits)	
EBUS-118 Social Media Technologies (3 credits)	
	Major Courses still needed: 19 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 491 Strategic Public Relations Management (3 credits)
	COM 494 Capstone Experience (2 credits)
	COM 498 Internship (needs 2 credits)
Communication ENG (min. 3 credits required) (met at MATC)	
EBUS-165 Web and Social Media Marketing (3 credits)	ENG 220 Special Topics in Writing (3 credits)
Communication COM (choose one course from the following) (met at MATC)	
MGTDEV-195 Managerial Communications (3 credits)	COM 320 Organizational Communication (3 credits)
Communication COM/GRD (min. 3 credits required) (met at MATC)	
Communication COM/BUS (min. 3 credits required) (met at MATC)	
MKTG 102 Marketing Principles (3 credits)	BUS 331 Principles of Marketing (3 credits)
MKTG 134 Integrated Marketing Communications (3 credits)	COM 270 Integrated Marketing Communications (3 credits)
Communication BUS/GRD (choose one course from the following) (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	Mathematics requirement (min. 3 credits at level 104 or higher)

804 - 196 Trigonometry w/ Apps 804 - 197 College Algebra w/ Apps 804 - 198 Calculus 1	
	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: Minimum 2 credits to complete the 9 credits required for the Core Literature and Fine Arts.	
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-167 Science of Technology (3 credits)	Science core. Met.
Elective credits (counting toward min. 128)	
COMPSW-106 Introduction to MS Office (3 credits)	Students will need approximately 17 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 Communications Program

Marmy Clason

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School of Humanities, Social Sciences & Interdisciplinary Studies

(414) 930-3143

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