

# EXAMPLE FOUR-YEAR PLAN

# COMMUNICATION | 120 CREDITS

Concentration: Integrated Marketing

MAJOR	CORE	MINOR	ELECTIVES
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## FRESHMAN YEAR

FALL Courses		SPRING Courses	
SYM 110 Leadership for Social Justice	3	Math	4
Oral Communications	3	ENG 120 College Research Writing	3
World Languages	3	Behavioral Science	3
ENG 110 Introduction to College Writing	3	Fine Arts	3
BUS 109 Data and Digital Literacy	3	COM 255 Introduction to Media Studies	3
<b>TOTAL</b>	15 credits	<b>TOTAL</b>	16 credits

## SOPHOMORE YEAR

FALL Courses		SPRING Courses	
History	3	History/Behavioral Science	3
SEA 101 Search for Meaning	4	Philosophy	3
Science	3	Literature	3
COM 220 Communication Theory	3	COM 235 Intercultural Communication	4
COM 270 Integrated Marketing Communication	3	COM 340 Digital Marketing & Social Media	3
<b>TOTAL</b>	16 credits	<b>TOTAL</b>	16 credits

## JUNIOR YEAR

FALL Courses		SPRING Courses	
Theology	4	Literature/Fine Arts	3
COM 343 Persuasive Communication	3	COM 350 Global Marketing	3
COM 420 Brand Strategy	3	Communication Elective	3
Communication Elective	3	Minor	3
Minor	3	Minor	3
<b>TOTAL</b>	16 credits	<b>TOTAL</b>	15 credits

## SENIOR YEAR

FALL Courses		SPRING Courses	
PR Elective	3	COM 410 Research Methods	3
Internship	4	COM 494 Capstone	2
Elective Course	3	Minor	3
Minor	3	Minor	3
		Elective Course	2
<b>TOTAL</b>	13 credits	<b>TOTAL</b>	13 credits

### UPDATED AUGUST 2022

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.



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# COMMUNICATION

SCHOOL OF HUMANITIES, SOCIAL SCIENCES AND INTERDISCIPLINARY STUDIES



## Concentration: Integrated Marketing

Communication majors have the skills for today's rapidly changing workplace and are equipped for careers in any industry. Our graduates work in business, nonprofit organizations, health care and in governmental agencies. They become digital marketing coordinators, special event planners, patient advocates, community liaisons and more. Expand your opportunities. Discover what a communication major can do for you.

The integrated marketing concentration prepares students with the training and communication skills they will need to implement marketing campaigns across multiple platforms. Integrated marketing professionals utilize marketing, advertising and communication practices to create effective strategies and tactics in a growing digital media environment.

## What our graduates are saying

"Communication is a fundamental skill needed to succeed on a professional and personal level. Now as an instructor, I bring into my own classroom the experiences that I had at Mount Mary, and share the importance of effective communication, the need to appreciate diversity, and respect for others. My experience at Mount Mary enhanced my knowledge but more importantly helped me grow as a person."

– **Fabiola Estrada '16**  
Instructor, MATC

"After graduation, I obtained a Marketing Specialist position and after a year became an Internal Communications Specialist. The communication major at Mount Mary provided me with a diverse education in the communication field, and I recommend it to students who are looking for a major that will help them succeed in a variety of careers."

– **Andrea Carskadon '16**  
Internal Communications Specialist,  
Potawatomi Hotel & Casino

## Careers in communication

- Corporate communications specialist
- Public relations professional
- Community coordinator & advocate
- Social media specialist
- Human resources
- Special events planner
- Advertising and sales
- Political campaign coordinator
- Marketing specialist
- Speech copywriter or editor
- Media relations specialist
- Training and development specialist
- Non-profit administration
- Wellness coordinator
- Internal communication specialist
- Digital marketing specialist

## INTERNSHIP OPPORTUNITIES

Enhance your skills. Communication students at Mount Mary have completed internships at these organizations:

- AIDS Resource Center of Wisconsin
- Black Arts MKE
- Children's Hospital
- City of West Allis
- Easter Seals
- Harley-Davidson Motor Company
- Johnson Controls
- Kohl's
- Marcus Corporation
- Milwaukee County Zoo
- Multiple Sclerosis Society
- Northwestern Mutual
- Steele Pointe Homes
- Summerfest
- V100 Radio
- WISN-TV 12

