

MARKETING COMMUNICATIONS, APPLIED BUSINESS (AAS)

Degree: Associate of Applied Science
Major: Applied Business
Emphasis: Marketing Communication
Program Code: 1302

About This Major . . .

This program prepares students to be effective, efficient, entry-level marketing professionals. Students develop skills in customer service, digital design tools, human behavior in organizations, and social media. The Marketing Communications curriculum prepares the student to be an effective staff member in business, government or non-profit organizations. Students learn how to work with others, how to help others, how to use social media to the businesses advantage, and how to use entry level digital tools.

For more information on what you can do with this major, visit WCCC's Programs of Study (<https://www.coloradomesa.edu/wccc/programs>) page.

All CMU/WCCC associate graduates are expected to demonstrate proficiency in specialized knowledge/applied learning, quantitative fluency, communication fluency, critical thinking, personal and social responsibility, and information literacy. In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Demonstrate usage of design principles by applying them in their arrangement of graphic and text elements. (Applied Learning)
2. Choose from several page layout applications by being able to compare advantages and disadvantages of each. (Applied Learning)
3. Students will examine aspects of Web page design such as HTML, Web servers, Web graphics/sound/video, and programs that automate the design of Web sites and scripts (Specialized Knowledge)
4. Distinguish the role social media marketing plays in business. (Critical Thinking)
5. Evaluate the importance of strategizing use and implementation of social media. (Communication Fluency)
6. Explain the impact of human perception of relationships. (Communication Fluency)
7. Explain the importance of customer service. (Communication Fluency)

Institutional Degree Requirements

The following institutional degree requirements apply to all CMU and WCCC Associate of Applied Science (AAS) degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 60 semester hours minimum.
- Students must complete a minimum of 15 of the final 30 semester hours of credit at CMU/WCCC.
- 2.00 cumulative GPA or higher in all CMU/WCCC coursework.

- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed 20 semester credit hours for an AAS degree.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

Specific to this degree:

- 63 semester hours total for the AAS in Applied Business, Marketing Communication emphasis.

Essential Learning Requirements

(18 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

Code	Title	Semester Credit Hours
Communication		
ENGL 111	English Composition-GTC01	3
ENGL 112	English Composition-GTC02	3
SPCH 101	Interpersonal Communications	3
Mathematics		
MATH 107	Career Math (or higher)	3
Other Essential Learning Core Courses		
Select one Social and Behavioral Sciences, Natural Sciences, Fine Arts or Humanities course		3
Select one Social and Behavioral Sciences, Natural Sciences, Fine Arts or Humanities course		3
Total Semester Credit Hours		18

Other Lower Division Requirements

Code	Title	Semester Credit Hours
Wellness Requirement		
KINE 100	Health and Wellness	1
Select one Activity course		1
Total Semester Credit Hours		2

Foundation Courses

(22 semester hours)

Code	Title	Semester Credit Hours
BUGB 101	Introduction to Business	3
BUGB 211	Business Communications	3
ABUS 102	Business Basics	3
ABUS 106	Marketing Your Image	1
ABUS 128	Workplace Behavior	3
ABUS 156	Problem Solving in the Business Environment	3
ABUS 257	Managing Office Technology I	3
TECI 142	Internet of Things	3
Total Semester Credit Hours		22

Program Specific Degree Requirements

(21 semester hours)

Code	Title	Semester Credit Hours
Core Courses		
ABUS 114	Digital Layout	3
ABUS 155	Social Media for Business	3
ABUS 160	Introduction to Customer Service	3
ABUS 289	Applied Business Capstone	3
CSCI 106	Web Page Design I	3
MARK 231	Principles of Marketing	3
ABUS 120	Digital Design Tools	3
Total Semester Credit Hours		21

Course	Title	Semester Credit Hours
First Year		
Fall Semester		
ABUS 114	Digital Layout	3
ABUS 120	Digital Design Tools	3
KINE 100	Health and Wellness	1
BUGB 101	Introduction to Business	3
CSCI 106	Web Page Design I	3
ABUS 257	Managing Office Technology I	3
Semester Credit Hours		16
Spring Semester		
MATH 107	Career Math	3
ABUS 128	Workplace Behavior	3
ABUS 155	Social Media for Business	3
ABUS 160	Introduction to Customer Service	3
ENGL 111	English Composition-GTCO1	3
Semester Credit Hours		15

Second Year		
Fall Semester		
ENGL 112	English Composition-GTCO2	3
KINA Activity		1
BUGB 211	Business Communications	3
ABUS 156	Problem Solving in the Business Environment	3
SPCH 101	Interpersonal Communications	3

Essential Learning - Social and Behavioral Sciences, Natural Sciences, Fine Arts or Humanities course 3

Semester Credit Hours		16
Spring Semester		
TECI 142	Internet of Things	3
ABUS 102	Business Basics	3
ABUS 106	Marketing Your Image	1
Essential Learning - Social and Behavioral Sciences, Natural Sciences, Fine Arts or Humanities course		3
MARK 231	Principles of Marketing	3
ABUS 289	Applied Business Capstone	3
Semester Credit Hours		16
Total Semester Credit Hours		63

Advising Process and DegreeWorks

Documentation on the pages related to this program is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for her/his intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found at <http://www.coloradomesa.edu/registrar/graduation.html>.

If a student's petition for graduation is denied, it will be her/his responsibility to consult the Registrar's Office regarding next steps.