

MARKETING COMMUNICATIONS, APPLIED BUSINESS (AAS)

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

This program prepares students to be effective, efficient, entry-level marketing professionals and microbusiness owners. 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 and/or microbusiness owner. 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 CMU Tech's [Programs of Study](#) page.

All CMU/CMU Tech 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. Interpret quantitative results from social media marketing efforts (Quantitative Fluency).
2. Develop and present a basic business plan (Specialized Knowledge and Communication Fluency).
3. Utilize industry-relevant software and tools to manipulate basic marketing materials (Specialized Knowledge and Information Literacy).
4. Recognize and explain basic financial terms and reports (Critical Thinking, Information Literacy, and Quantitative Fluency).
5. Utilize existing software templates to develop a web presence (Information Literacy and Specialized Knowledge).
6. Demonstrate professional and ethical business behavior (Critical Thinking and Personal and Social Responsibility).

Requirements

Each section below contains details about the requirements for this program. Select a header to expand the information/requirements for that particular section of the program's requirements.

To print or save an overview of this program's information, including the program description, learning outcomes, requirements, suggested course sequencing (if applicable), and advising and graduation information, scroll to the bottom of the left-hand navigation menu and select "Print Options." This will give you the options to either "Send Page to Printer" or "Download PDF of This Page." The "Download PDF of This Page" option prepares a much more concise presentation of all program information. The PDF is also printable and may be preferable due to its brevity.

Institutional Degree Requirements

The following institutional degree requirements apply to all CMU and CMU Tech 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/CMU Tech.
- 2.00 cumulative GPA or higher in all CMU/CMU Tech 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:

- 62 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 I-GTC01	3
ENGL 112	English Composition II-GTC02	3
SPCH 101	Interpersonal Communication	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
KINA 1XX	Activity Course	1
Total Semester Credit Hours		2

Foundation Courses

(21 semester hours)

Code	Title	Semester Credit Hours
ABUS 102	Business Basics	3
ABUS 128	Workplace Behavior	3
ABUS 156	Problem Solving in the Business Environment	3
ABUS 210	MicroBusiness Money Management	3
ABUS 257	Managing Office Technology I	3
BUGB 211	Business Communications	3
MANG 201	Principles of Management	3
Total Semester Credit Hours		21

Program Specific Degree Requirements

(21 semester hours, must earn a grade of "C" or higher in all courses.)

Code	Title	Semester Credit Hours
Core Courses		
ABUS 105	Internet Marketing Strategies	3
ABUS 114	Digital Layout	3
ABUS 120	Digital Design Tools	3
ABUS 155	Social Media for Business	3
ABUS 160	Introduction to Customer Service	3
ABUS 299	Internship	3
MARK 231	Principles of Marketing	3
Total Semester Credit Hours		21

Suggested Course Plan

First Year		Semester Credit Hours
Fall Semester		
ABUS 102	Business Basics	3
ABUS 120	Digital Design Tools	3
ABUS 257	Managing Office Technology I	3
KINE 100	Health and Wellness	1
ENGL 111	English Composition I-GTC01	3
MATH 107	Career Math	3
Semester Credit Hours		16
Spring Semester		
ABUS 105	Internet Marketing Strategies	3
ABUS 114	Digital Layout	3
ABUS 128	Workplace Behavior	3

ABUS 160	Introduction to Customer Service	3
ENGL 112	English Composition II-GTC02	3
Semester Credit Hours		15
Second Year		
Fall Semester		
ABUS 156	Problem Solving in the Business Environment	3
BUGB 211	Business Communications	3
MANG 201	Principles of Management	3
SPCH 101	Interpersonal Communication	3
Essential Learning - Social and Behavioral Sciences, Natural Sciences, Fine Arts or Humanities course		3
KINA 1XX	Activity Course	1
Semester Credit Hours		16
Spring Semester		
ABUS 155	Social Media for Business	3
ABUS 210	MicroBusiness Money Management	3
ABUS 299	Internship	3
MARK 231	Principles of Marketing	3
Essential Learning - Social and Behavioral Sciences, Natural Sciences, Fine Arts or Humanities course		3
Semester Credit Hours		15
Total Semester Credit Hours		62

Advising and Graduation 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 their 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 on the [Graduation](#) web page.

If a student's petition for graduation is denied, it will be their responsibility to apply for graduation in a subsequent semester. A student's "Intent to Graduate" does not automatically move to a later graduation date.