



PROGRAM PATHWAY GUIDE
2019-2020
 Associate in Arts to
 Bachelor of Science in Marketing Communication

Admissions Practices

For acceptance into the Marketing Communication program, the student must meet the following criteria:

1. Complete and submit the application online.
2. Arrange to have all official transcripts from all regionally-accredited post-secondary institutions attended sent to the Office of Admissions.
3. Minimum College GPA of 2.0.

Acceptance and Application of Credits

Academic credit will be accepted and applied toward the specified degree program at Midway University as identified in the Course Articulation Matrix included in this agreement.

KCTCS A.A. TO MIDWAY UNIVERSITY B.S. IN MARKETING COMMUNICATION CHECKLIST

Category 1: KCTCS General Education Core Requirements

KCTCS Course	Course or Category	Credits	Midway Course	Completed
ENG 101	Writing I (WC)	3	ENG 101	
ENG 102	Writing II (WC)	3	ENG 102	
COM 181	Basic Public Speaking (OC)	3	COM 205	
TBS XXX	Arts and Humanities (AH) Heritage*	3	TBD XXX	
TBS XXX	Arts and Humanities (AH) Humanities*	3	TBD XXX	
PSY 110	General Psychology (SB)	3	PSY 180	
ANT 160 or SOC 220	Social & Behavioral Sciences Course (SB)*	3	DVS 290	
TBS XXX	Social & Behavioral Sciences Course (SB)*	3	TBD XXX	
TBS XXX	Natural Sciences with Lab (SL)	4	TBD XXX	
MAT 150	College Algebra	3	MTH 140	
TBS XXX	Natural Sciences (NS) OR Quantitative Reasoning (QR)	3	TBD XXX	
	Subtotal General Education Courses	34		

*One of these courses must be selected from the KCTCS identified Cultural Studies course list.

TBS XXX means to be selected by KCTCS student.

TBD XXX means to be determined by Midway University based on course selected.

Category 2: KCTCS A.A. Requirements

KCTCS Course	Course or Category	Credits	Midway Course	Completed
WGS 200 or WGS 201	Arts and Humanities (AH) OR Social & Behavioral Sciences Course (SB)	3	WST 200	
TBS XXX	Arts and Humanities (AH) OR Social & Behavioral Sciences Course (SB)	3	TBD XXX	
	Subtotal A.A. Requirement Courses	6		

Category 3: KCTCS Electives*

KCTCS Course	Course or Category	Credits	Midway Course	Completed
DIL XXX	Digital Literacy**	3	TBD XXX	
TBS XXX	First-Year Experience	3	MWY-101	
BAS 160	Introduction to Business	3	TBD XXX	
BIO 120 or GEO XXX	General Ecology (NS) or Any Geography Course (NS or SB)	3	ENV 201 or GEO 110	
STA 210	Statistics: A Force in Human Judgment (QR)	3	MTH 139	
TBS XXX	Elective	3	TBD XXX	
TBS XXX	Elective	3	TBD XXX	
	Subtotal Elective Courses	21		
	TOTAL Associate Degree Hours	61		

* Recommend students pick from the KCTCS course equivalencies listed in the B.S. in Marketing Communication table

** Students must demonstrate computer/digital literacy skills, either through completing a course or passing a test.

**BACHELOR of SCIENCE in MARKETING COMMUNICATION
KCTCS Program Transfer Equivalencies**

MARKETING COMMUNICATION

Course Number	KCTCS Course	Hours	Course Number	Midway Course	Completed
ART 281	Digital Photography I	3	ART 202	Photoshop I	
MKT (BAS) 282	Principles of Marketing	3	BUS 255	Principles of Marketing	
		3	MCO 201	Introduction to Marketing Communications	
		3	MCO 210	Writing for Marketing Communications	
		3	MCO 220	Advertising Principles	
ART 251	Graphic Communication I	3	MCO 230	Graphic Design I	
		3	MCO 301	Introduction to Public Relations	
		3	MCO 315	Consumer/Audience Analysis	
		3	MCO 320	Global Brand Management	
		3	MCO 405	Internal Brand Communication	
		3	MCO 435	Digital and Social Media	
		3	MCO 450	Media Sales and Analysis	
		3	MCO 490	Capstone	
		3	ENG 380	Writing Across the Disciplines	

Course Number	KCTCS Course	Hours	Course Number	Midway Course	Completed
	Subtotal Major Hours	42			

Concentration in Writing:

Course Number	KCTCS Course	Hours	Course Number	Midway Course	Completed
JOU 101	Introduction to Journalism	3	ENG 211	Introduction to Journalism	
		3	ENG 312	Professional Writing	
		3	BUS 313	Business Communication	
		3	MCO 318	Advertising Writing	
		3	MCO 350	Political Writing	
		3	MCO 410	Applied MCO Writing	
	Subtotal Concentration in Writing Hours	18			
	Total Midway Hours	60			
	Total Baccalaureate Degree Credit Hours	121			

OR

Concentration in Graphic Design:

Course Number	KCTCS Course	Hours	Course Number	Midway Course	Completed
ART 110	Drawing I	3	ART 205	Drawing	
ART 282	Digital Photography II	3	ART 302	Photoshop II	
ART 253 or VCA 171	Graphic Communication II or Advertising Design II	3	MCO 330	Graphic Design II	
		3	MCO 325	Digital Storytelling	
		3	MCO 430	Digital Animation	
		3	MCO 440	Applied Graphic Design	
	Subtotal Concentration in Graphic Design Hours	18			
	Total Midway Hours	60			
	Total Baccalaureate Degree Credit Hours	121			

Please Note: Students transferring to Midway University may transfer a total up to 80 credit hours toward degree requirements.

B.S. Marketing Communication - 120 HRS Minimum

***A minimum of 36 hours of credit hours must be earned in courses numbered 300 or above for B.A. from Midway University.

***36 of the last 40 hours must be completed at Midway University as a residency requirement.