

**Ohio Dominican University Completion Guide**  
**CSCC Associate of Applied Science – Marketing Major - to ODU Bachelor of Arts –**  
**Public Relations & Marketing Communications: 120 Semester Credit Hours**  
 Effective Fall 2012 – Summer 2015

This document is an unofficial, informational guide. Courses in parenthesis are recommendations – other courses may be available.  
 You may review Ohio Dominican’s **COURSE CATALOG** for transfer policies and degree requirements.  
 Please note this document may change via final academic departmental approval.

**Columbus State Community College Associate of Applied Science – Marketing Major**

**First Semester**

- MKTG 1010** Retailing
- ECON 2200** Microeconomics
- ENGL 1100** Composition I
- IMM 1220** Digital Media Prep.
- STAT 1350** Elementary Statistics
- COLS 1100** First Year Exp. Seminar

**Third Semester**

- MKTG 2200** Web & Electronic Mktg.
- MKTG 2400** Advertising & Promotion
- MKTG 2290** Business-to-Bus. Mktg.
- MKTG 2550** Marketing Info & Cons.
- ACCT 1212** Managerial Accounting

**Second Semester**

- MKTG 1110** Marketing Principles
- SCM 1001** Supply Chain Mgt. Princ.
- ACCT 1211** Financial Accounting
- MKTG 1020** Branding
- MKTG 1230** Customer Service & Sales

**Fourth Semester**

- MKTG 2750** Global Marketing
- BMGT 2250** Project Mgt. Principles
- MKTG 2360** Direct & Database Mktg.
- MKTG 2802** Marketing Seminar
- MKTG 2902** Marketing Practicum
- XXXX XXXX** Technical Elective

**Summer Semester**

- HIST 1111, 1112, 1151 or 1152**
- NAT XXXX** Natural Science

**Ohio Dominican University Bachelor of Arts Completion**

**Fifth Semester**

- ENG 111** College Writing II
- PHL (100 Level)**
- ART 112** Foundations in Design
- Foreign Language**
- BUS 240** Management & Organizational Behavior

**Seventh Semester**

- Literature course
- THL (200 Level)**
- COM/PRS** Required Emphasis Course
- PRS 352** Research, Planning & Evaluation
- PRS 329** Power Packed Writing for PR & Mktg. Comm.

**Public Relations Emphasis:**

BUS 365 Phil. & Fundraising    COM 105 Public Speaking  
 COM 260 Mass Media            PRS 310 Pract. with *The Tower*  
 PRS 340 Internet Strategies    PRS 415 Workshop in Adv. PR.  
 PRS 1/2/3/485 Special Topics    PRS 2/3/486 Indep. Study  
 PRS 497 Internship in Public Relations

**Sixth Semester**

- CORE 379**
- PRS 201** Contemporary Issues in Rep. Management
- THL (100 Level)**
- PRS 205** News Writing
- Foreign Language (111 Level)**

**Eighth Semester**

- PRS 479 CORE:** Experience & Analysis
- PRS 421** Case Studies/Campaign Strategies
- PRS** Required Emphasis Course
- COM/PRS** Required Emphasis Course
- PHL (200 Level)**

*Select one emphasis and complete 9 credits in the emphasis:*

**Marketing Communications Emphasis:**

COM 105 Public Speaking            COM 260 Mass Media  
 PRS 270 Intgd. Mktg. Comm.    PRS 1/2/3/485 Special Topics  
 PRS 340 Internet Strategies        PRS 415 Workshop in Adv. PR.  
 PRS 2/3/486 Indep. Study            PRS 497 Intern. In MarComm.

**Notes:** Students need to complete 6 credit hours of Social & Behavioral Science credits from two different disciplines for ODU (i.e. criminal justice, economics, geography, political science, psychology, social work, or sociology).

