

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 2016 – Summer 2019

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

- CSCI 1101** Computer Concepts
- ECON 2200** Microeconomics
- ENGL 1100** Composition I
- ACCT 1211** Financial Accounting
- BMGT 1111** Business Management
- COLS 1100** First Year Exp. Seminar

Third Semester

- MKTG 2200** Digital Marketing
- MKTG 1105** Retailing
- MKTG 1125** Intro to Social Media
- MKTG 1230** Customer Service & Sales
- MKTG 2550** Marketing Info & Cons.

Second Semester

- MKTG 1110** Marketing Principles
- STAT 1400** Statistical Concepts
- ACCT 1212** Managerial Accounting
- FMGT 2201** Corporate Finance
- PHIL 1101** Recommended

Fourth Semester

- MKTG 1120 Branding**
- BMGT 2299** Case Studies in Strategic Mgt **OR** **MKTG 2802 AND MKTG 2902**
- MKTG 2400** Advertising and Promotion
- SCM 1100** Supply Chain Mgt. Princ.
- XXXX XXXX** Technical Elective

Summer Semester

- COMM 2200** Business Communication

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Fifth Semester

- ENG 111** College Writing II
- History** course
- ART 112** Foundations in Design
- Foreign Language**
- Science** course

Seventh Semester

- Literature course
- THL (200 Level)**
- PRS 270** Integrated Marketing Communication
- PRS 352** Research, Planning & Evaluation
- PRS 329** Power Packed Writing for PR & Mktg. Comm.

Select 6 credits from list:

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|--------------------|--|
| BUS 370 | COM 105 Public Speaking |
| PRS 205 | PRS 275 |
| PRS 340 | PRS 415 |
| PRS 365 | SPM 333 |
| PRS 497 Internship | ART courses* (If interested in Graphic Design) |

Sixth Semester

- CORE 379**
- PRS 201** Contemporary Issues in Rep. Management
- THL (100 Level)**
- PRS Elective**
- Foreign Language (111 Level)**
- Soc/Behavioral Science course

Eighth Semester

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

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).