

2021-22 ACADEMIC CATALOG



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Due to the increase in communication options available to reach consumers, marketers must have the ability to integrate and coordinate marketing tools. The Midway University Bachelor of Science in Marketing Communications will allow students to create value through the coordination and integration of multiple marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at minimal cost. Students complete a core of courses that integrates all aspects of the discipline and then choose one of two tracks as a Concentration.

Student Learning Outcomes of Program

- Develop Strategic Marketing Communication programs.
- Analyze and optimize an organization's marketing communication approach.
- Produce effective marketing communication deliverables.
- Utilize the technology, terminology, theories and principles of the profession in developing quality work.

Courses

Major Course Requirements

ART 202 - Photoshop I

Students will learn how to design and create digital images and illustrations for web and print publication.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

BUS 255 - Principles of Marketing

This course is a study of marketing within the context of the whole business system. Emphasis will be placed on the distribution of goods and services from producer to consumer as well as on the identification of markets, environmental factors, product, price and promotion.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

MCO 201 - Introduction to Marketing Communication

Provides a broad introduction to marketing communications. Students learn the elements of a strategic marketing communications plan.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

MCO 210 - Writing for Marketing Communications

In this course, students will develop a toolkit of effective and efficient writing techniques for a comprehensive marketing communication strategy. Prerequisites: ENG 102 and MCO 201.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- ENG 102 - College Writing II
 - MCO 201 - Introduction to Marketing Communication
-

MCO 220 - Advertising Principles

This course provides students with an understanding of the fundamental concepts of modern advertising and marketing communications plans in the current business environment. Prerequisite: MCO 201.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
-

MCO 230 - Graphic Design I

This course introduces graphic design principles as the foundation of effective visual communication. Prerequisite: MCO 201.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
-

MCO 301 - Introduction to Public Relations

This course introduces the strategic communication process that builds mutually beneficial relationships between organizations and the public. Prerequisite: BUS 255 and MCO 201.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- BUS 255 - Principles of Marketing
 - MCO 201 - Introduction to Marketing Communication
-

MCO 315 - Consumer/Audience Analysis

This course is an introduction to the world of consumer behavior. Interdisciplinary approach to explaining consumer behavior in the marketplace. Prerequisite: MCO 201 and MCO 220.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
 - MCO 220 - Advertising Principles
-

MCO 320 - Global Brand Management

This course provides an understanding of branding from a global perspective.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

MCO 405 - Internal Brand Communication

This course explores the impact of understand and utilizing internal communication options to ensure a successful marketing communication message to an organization's stakeholders. Prerequisites: BUS 255, MCO 201, MCO 210, and MCO 301.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- BUS 255 - Principles of Marketing
 - MCO 201 - Introduction to Marketing Communication
 - MCO 210 - Writing for Marketing Communications
 - MCO 301 - Introduction to Public Relations
-

MCO 435 - Digital and Social Media

This course covers the fundamentals of contemporary online and social media marketing channels. Includes audience building, content development, brand promotion, site traffic management, and customer engagement.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

MCO 450 - Media Sales and Analysis

This course is an introduction to strategic media planning, the process used to place messages in media in order to reach particular audiences. Prerequisite: BUS 320, MCO 201, MCO 220, and MCO 315.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
 - MCO 220 - Advertising Principles
 - MCO 315 - Consumer/Audience Analysis
-

MCO 490 - Capstone

In this course, students will integrate and apply their learning from the Marketing Communication Program to research, plan, develop, and present a marketing communication campaign for a specific organization. Prerequisite: Senior standing.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Concentration in Writing

ENG 211 - Introduction to Journalism

In ENG 211 students learn the elements of print news and feature writing, the history of journalism, and journalistic ethics. Students will write according to Associated Press (AP) Style.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

ENG 312 - Professional Writing

English 312 emphasizes specific audiences. Students will write in a variety of modes within a collaborative process. The course emphasizes writing to different audiences within the academic and professional worlds. Assignments require intense topic exploration, collaboration and audience analysis. Prerequisite: ENG 102.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- ENG 102 - College Writing II
-

BUS 313 - Business and Organizational Communication

This course investigates the role of both formal and informal communication in creating a productive organizational environment. It emphasizes communication skills including presentations, interpersonal and group interactions, and writing. Writing style, form, vocabulary, and grammar are examined in the context of business letters, memoranda and reports.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

MCO 318 - Advertising Writing

This course explores the principles and practices of writing advertising copy in all marketing communications media. Prerequisites: MCO 201, MCO 220 or consent of chair of the department.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
 - MCO 220 - Advertising Principles
-

MCO 350 - Political Writing

This course prepares students to develop an effective message within the fields of politics, government and media. Students will analyze current national and international political situations, as well as trends in public opinion and become prepared for public reaction by developing effective responses via speeches, commentaries and editorials. Prerequisite: MCO 201.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
-

MCO 410 - Applied Marketing Communications Writing

This course provides an interdisciplinary approach for creating profitable relationships with customers and publics by strategically developing and managing communication. Emphasis on practical application and real-world experience. Prerequisite: MCO 210.

Grade Basis: Letter Grade

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- MCO 210 - Writing for Marketing Communications
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Last updated: 08/09/2021

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