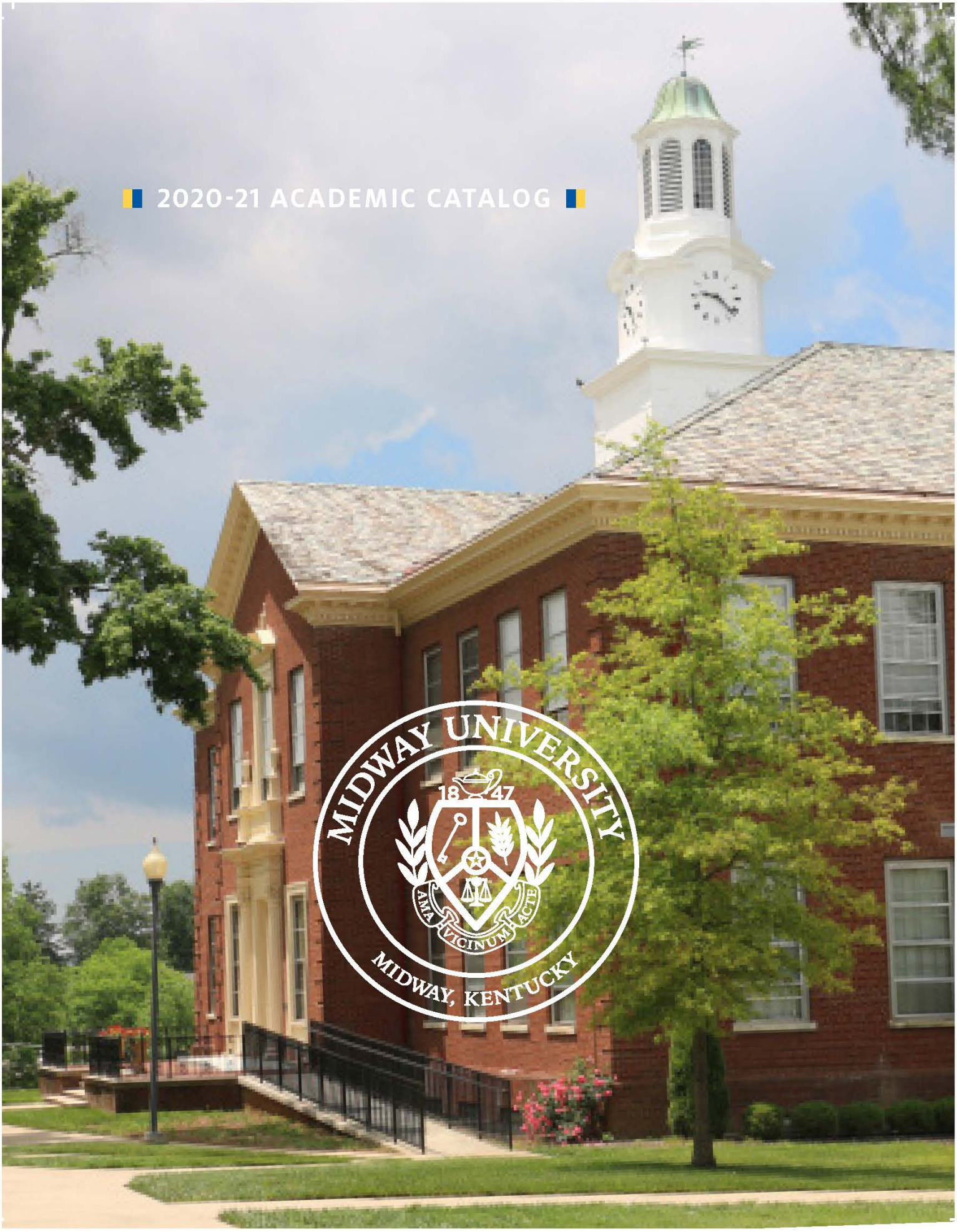
2020-21 ACADEMIC CATALOG



Midway University Course 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 concentrations 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

MCO 495 - Internship

Internship courses allow practical application of classroom knowledge and intentional development of skills applicable to the student's professional growth. This experience focuses on the combination and integration of various concepts by applying them to the analysis and solution of problems viewed in the context of business studies: management, marketing, human resources, finance, etc. The internship experience requires 135 hours of relevant field work at the internships site in addition to scheduled class meetings, Students will be under the supervision of faculty and site supervisors. Students will gain practical hands-on experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. Students will be expected to complete reflections and demonstrate learning through a final project or presentation. Internship courses are graded pass/fail. Course is restricted to Junior or Senior status. May be repeated once.

Grade Basis: P
Credit hours: 3.0

Restrictions:

- Junior or Senior status

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: L
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: L
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: L
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: L
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: L
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: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

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

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: L
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: L
Credit hours: 3.0
Lecture hours: 3.0

MCO 325 - Digital Storytelling

This course prepares students to analyze, create and design effective messages within the digital environment by utilizing engaging storytelling methods within a marketing communications strategy. Prerequisites: MCO 201, MCO 230, and MCO 330.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
- MCO 230 - Graphic Design I
- MCO 330 - Graphic Design II

MCO 330 - Graphic Design II

This course expands the skills and knowledge acquired in MCO 230, with a focus on practical assignments and applied problem solving for effective visual communication.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- MCO 230 - Graphic Design I

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: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication

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: L
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 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: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- MCO 210 - Writing for Marketing Communications

MCO 430 - Digital Animation

This course utilizes animation in the creation of interactive digital media art within a marketing communications strategy. Prerequisites: MCO 201, MCO 230, and MCO 330.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
- MCO 230 - Graphic Design I
- MCO 330 - Graphic Design II

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: L
Credit hours: 3.0
Lecture hours: 3.0

MCO 440 - Applied Graphic Design

This course focuses on relevant professional project-based assignments for local business owners. Students will provide innovative strategic solutions for sustainable results for local business owners. In addition, students will create an electronic portfolio highlighting works within an effective marketing communications plan. Prerequisites: MCO 201, MCO 230, and MCO 330.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- MCO 201 - Introduction to Marketing Communication
- MCO 230 - Graphic Design I
- MCO 330 - Graphic Design II

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: L

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: L
Credit hours: 3.0
Lecture hours: 3.0

Restrictions:

- Prerequisite: Senior standing.

MCO 425 - Special Topics in Marketing

This course is designed to provide students with the opportunity to study emerging topics in the field of marketing. This course may be repeated provided the content has not been previously taken by the student.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

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