

Marketing Communications

<https://cwi.edu/program/marketing-communications>



The field of marketing communications studies how to create, construct, communicate, and supply value to customers in ways that meet the goals of an organization while applying modern digital trends in the marketplace. CWI's Marketing Communications program offers a wide range of marketing and business courses including marketing, communications, advertising, management, financial analysis, accounting, and business plan development. This intense classroom study is supplemented with real-world projects for companies in the community. If students choose to complete the Associate of Applied Science or Advanced Technical Certificate option, they will have the opportunity to build a personal portfolio of their work and apply their skills and knowledge during a semester-long internship.

"Professionals love the students who come out of our Marketing program" says Marketing Communications faculty Dan Garrity. "That's because they know our graduates have been exposed to current industry standards and learn current workforce expectations. The curriculum stays up to date by us staying in touch with our alumni who work in the field right now. Their input, along with that of our technical advisory committee comprised of industry professionals and leaders, is what guides our academic focus. Perhaps the best thing about a CWI Marketing degree represents is the ability to demonstrate how to solve complex challenges with creative solutions; and to deliver results, not excuses."

Note: If you are planning on seeking a four-year degree (or greater) in Marketing Communications, please refer to the Associate of Arts in Business degree or meet with an Advisor to discuss your education and career goals.

MISSION

CWI's Marketing Program helps students learn how to strategize and implement powerful marketing campaigns using the height of current communication technology to convert organizational goals into measurable, impactful results.

APPLY NOW! VISIT [CWI.EDU/GO](https://cwi.edu/go)

One Stop Student Services | 208.562.3000 | onestop@cwi.edu

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WHAT YOU WILL LEARN TO DO

- Marketing Concepts
- Principles of Promotion and Advertising
- Business Simulation and Analysis
- Social Media Management
- Business Plan Development
- Accounting Principles
- Digital Publishing
- Introduction to Website Design and Maintenance
- Entrepreneurship

ADDITIONAL OPPORTUNITIES

This program utilizes internships which ease the transition from the academic world into the professional world.

DEGREES AND CERTIFICATES

Marketing Communications - Associate of Applied Science Degree, 24 Months
Course Delivery Styles: In-Person

Marketing Communications - Advanced Technical Certificate, 24 Months
Course Delivery Styles: In-Person

Marketing Communications - Intermediate Technical Certificate, 12 Months
Course Delivery Styles: In-Person

Digital Marketing - Basic Technical Certificate, 12 Months
Course Delivery Styles: In-Person, Online

Entrepreneurship and Small Business Management - Academic Certificate, 6 Months
Course Delivery Styles: In-Person

PROFESSIONS

- Advertising and Promotions Managers
- Marketing Managers
- Sales Managers
- Marketing Research Analysts and Marketing Specialists
- Business Teachers, Postsecondary

LOCATIONS

Canyon County Center Canyon County Center
2407 Caldwell Blvd., Nampa, ID 83651

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PROGRAM CONTACT



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