



Bachelor of Arts in Integrated Marketing Communication Pathway

ARIZONA WESTERN COLLEGE

To earn a bachelor’s degree from National University students must complete a minimum of 180 quarter units. Requirements include but are not limited to the university’s general education program (to include upper division and cultural diversity), the preparatory courses listed below, major core coursework and any additional courses necessary to fulfill overall program requirements.

The table below maps National University’s Foundation Communication Marketing courses to equivalencies identified at **ARIZONA WESTERN COLLEGE**

Click [here](#) for NU and Community Colleges Articulation Agreement.

| ARIZONA WESTERN COLLEGE | NATIONAL UNIVERSITY |
|--|-------------------------------------|
| Equivalent Transfer Course | Preparatory Courses Required |
| ENG 101 Freshman Composition I | ENG 102 Effective College English |
| No course equivalency | MKT 302A Marketing Fundamentals |
| Requirements for the Major (16 courses; 72 quarter units) | |
| COM 305 Intercultural Communication | |
| COM 402 Communication Technologies | |
| COM 365 Integrated Marketing Comm | |
| COM 324 Critical Thinking and Ethics | |
| COM 334 Persuasion | |
| COM 354 Professional Presentations | |
| MKT 430 Intro to Global Marketing | |
| COM 443 Interactive & Mobile Campaigns | |
| MKT 434 Marketing Research & Analytics | |
| MKT 443 Introduction to Advertising | |
| MKT 441 Channel and Value Networks | |
| MKT 445 Digital Marketing | |
| MKT 446 Introduction to Services Mkt | |
| COM 441 Communication Strategies | |
| COM 442 Communication Campaigns | |
| MKT 480 Integrated Mkt Comm Capstone | |

Note: These requirements are subject to change. Please see the [National University’s Online General Catalog](#) for official record of requirements for the year you are admitted.