

## Associate in Applied Science Degree

### Total Number of Credits: 64

**Program Description:** This polytechnic degree program blends three Century College areas: the theories and strategies of the Marketing Program, the application skills of the Visual Communications Technology Program and the hands-on and aesthetic teachings of the Art and Art Studio course work. In addition, courses from the English, Speech-Communication and Philosophy disciplines round out this curriculum and form a balanced theory/practice approach. Learner's with this type of preparation find fulfilling careers in a variety of visual communications as well as visual marketing fields. This degree transfers into Metropolitan State University's Visual Communications Bachelor of Applied Science degree offered by the College of Management.

### Application Requirements:

High School graduate or GED

### Core Requirements: 29 credits

CAPL 1010	Introduction to Software Applications	3
MKTG 2035	Trend Analysis	3
MKTG 2050	Principles of Marketing	3
MKTG 2055	Electronic Marketing Concepts	3
MKTG 2063	Advertising and Sales Promotion	3
VCT 1012	Principles of Digital Communications	3
VCT 1013	Design Basics	4
VCT 1015	Project Planning	3
VCT 1018	Digital Imaging	3
VCT 2076	Portfolio Development – Marketing Communications	1

### Career/Occupational Requirements: 9 credits

Select **3 credits** from the following courses:

MKTG 1020	Visual Merchandising and Store Planning	3
MKTG 2000	Customer Service Strategies	3
MKTG 2005	Entrepreneurship Fundamentals	3
MKTG 2020	Negotiating Strategies	3
MKTG 2066	Creativity, Innovation, and the IMC	3
MKTG 2080	Retailing Principles and Practices	3

Select **6 credits** from the following courses:

VCT 1023	Webpage Design with XHTML	3
VCT 1030	Video I	3
VCT 1041	Digital Photography I	3
VCT 1051	Electronic Publishing I	3

### General Education/MnTC Requirements: 22 credits

#### Goal 1 – Communication: 7 credits

ENGL 1021	Composition I	4
COMM 1041	Small Group Communication	3

#### Goal 2 – Critical Thinking is automatically fulfilled when all other MnTC goals are complete

**Goal 3 and/or Goal 4 - Sciences/Math/Logical Reasoning: 3 credits** (Math 1061 & 1025 are required for Metro. St. U.)

#### Goal 5 - History/Social and Behavioral Sciences: 3 credits

COMM 1061	Introduction to Mass Communication	3
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#### Goal 6 - Humanities and Fine Arts: 9 credits

ART 1020	Art Appreciation	3
ARTS 1041	Drawing I	3
PHIL 1031	Ethics	3

**Goals 7-10 - Three credits in one of these four goals** (Fulfilled by COMM course.)

**Additional Requirements:** Sufficient credits to total 64

**General Requirements for the AAS degree:**

1. At least 64 earned college-level credits (numbered 1000 or above). At least 20 credits must be earned at Century College.
2. A grade of C or better in ENGL 1021.
3. Century college-level GPA of 2.0; Required career and occupational courses GPA of 2.0; MnTC GPA of 2.0.

**Assessment:** *Assessments are required for all students* before registering for classes. Students may be required to take developmental courses in English, Reading and Mathematics based upon their assessment scores. For important information and exemptions see [www.century.edu/futurestudents/assessment](http://www.century.edu/futurestudents/assessment).

**References to the Minnesota General Education Transfer Curriculum (MnTC):** On this guidesheet, notations such as “Goal 1-Communication: 3 credits” are used to refer to the goals of the Minnesota General Education Transfer Curriculum. Refer to the MnTC Course List for the specific courses from which students may choose to fulfill the MnTC requirements of the program, found in the catalog, the Counseling Center and on the Century website. Students should be aware that it may be necessary to select additional MnTC credits beyond the minimum required in each goal area, to reach the total MnTC/General Education credits required for their program.

**Career Information:** Counselors are available in the Counseling and Career Center, Room 2400 West, to assist with educational and career planning. Resources available include career interest and personality inventories and print and web-based occupational and educational information, e.g., occupational descriptions, employment outlook, earnings, education/training requirements and sources. Consult the *GPS LifePlan* link on the Century website for information on these and more resources for your career, work, and educational planning!

**Transfer:** This degree is intended primarily for employment preparation rather than transfer to a four-year institution. Some courses may not transfer to a number of four-year colleges. If you are considering the possibility of transfer, you may wish to talk with a counselor or the program instructor before registering to discuss your goals and look at programs designed for transfer. This degree has an articulation agreement with Metropolitan State University.

**Time Limit for Meeting Graduation Requirements:** See Century College catalog “Graduation” for information.

**Academic Petitions:** Any exceptions to the program requirements must be petitioned through the Vice President of Academic Affairs.

**Important Telephone Numbers: (651 Area Code)**

Admission Office            773-1700  
Counseling Office            779-3285  
Financial Aid Office        779-3305

**Program Instructors:**

Lynn Smaagaard- Office 2248 East    773-1757  
Holly Borelli- Office 2402 East        773-1754