



SCTCC Marketing and Design Program

1540 Northway Drive, St. Cloud, MN 56303 | 320.308.0974

Instructor: Sheryl Workman

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Welcome to our program!

These are the classes you should sign up for this Fall semester.

- MKAD 1210, Introduction to Advertising**
- MKAD 1216, Adobe Illustrator**
- MKAD 1250, Copywriting and Design**
- MKAD 1211, Adobe InDesign**
- MKAD 2241 Section 02, The Northway Group*

**The Northway Group is required to be taken three out of the four semesters (if on AAS planner).*

You may choose to take TNG your first semester, and then two more times OR you may skip Fall semester and then take it the remaining three semesters.

***Denotes a technical studies course that can be substituted by enrolling in a fourth MKAD 2241, TNG.*





General education

You are required to complete a total of 15 general education credits. These classes can be taken at any time (including summer); the Program Planner is just a suggestion on when to take them.

These credits must be completed in the following goal areas:

Three (3) credits in Goal Area 1, Oral

Three (3) credits in Goal Area 1, Written

Three (3) credits in Goal Area 5 OR 9

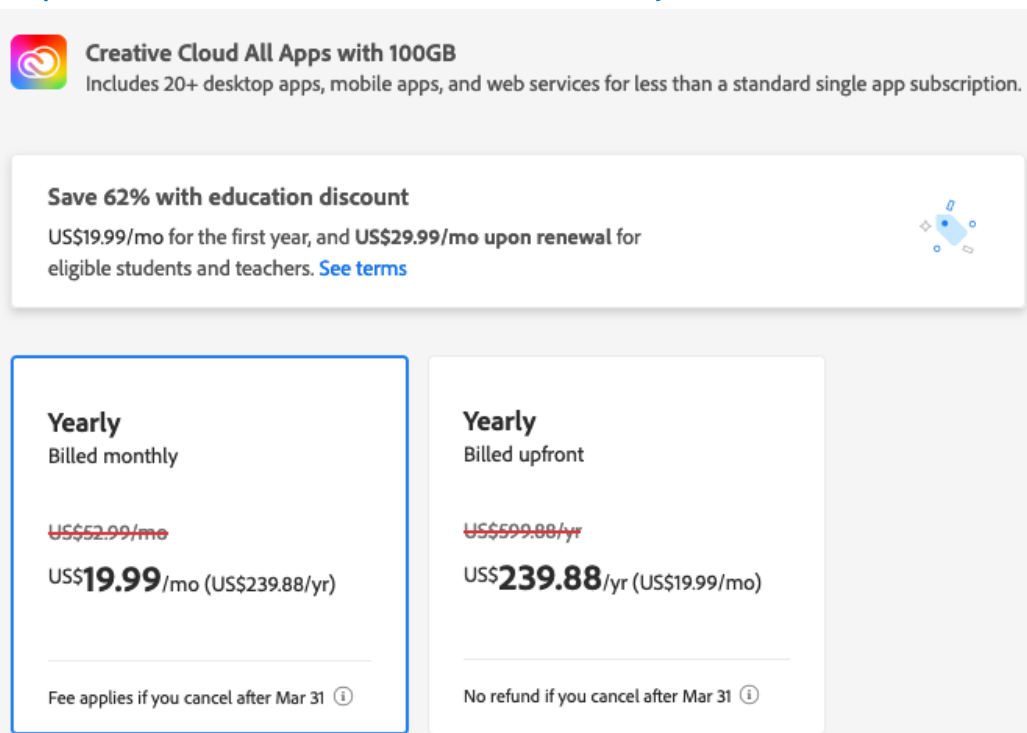
Three (3) credits in Goal Area 6


Three (3) credits in ANY Goal Area

Refer to SCTCC Minnesota Transfer Curriculum Goal Area Courses document for class options in each goal area.

Technology

- Creative Cloud Subscription
 - Students are required to purchase an online Adobe Creative Cloud subscription while enrolled in this course.
 - See below for discounted student monthly rate for one year; a student membership requires institutional affiliation.
- ***This must be purchased and ready to use the first day of class!***
- <https://www.adobe.com/creativecloud/buy/students.html>



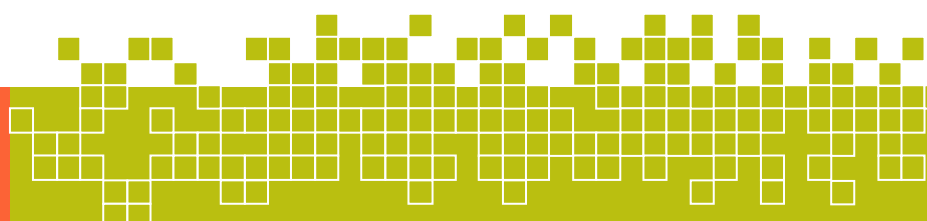
 **Creative Cloud All Apps with 100GB**
Includes 20+ desktop apps, mobile apps, and web services for less than a standard single app subscription.

Save 62% with education discount
US\$19.99/mo for the first year, and US\$29.99/mo upon renewal for eligible students and teachers. [See terms](#)

Plan	Billing	Original Price	Discounted Price
Yearly	Billed monthly	US\$52.99/mo	US\$19.99/mo (US\$239.88/yr)
Yearly	Billed upfront	US\$599.88/yr	US\$239.88/yr (US\$19.99/mo)

Fee applies if you cancel after Mar 31 ⓘ

No refund if you cancel after Mar 31 ⓘ





Computers

- It is not required to have your own laptop/computer, however, there is a large amount of schoolwork that is required outside of class time.
- During class, students may choose to use their own computers or the Mac computers provided in the lab.
 - *You must know your StarID and password to log into them.*
 - *You must also have your Adobe Creative Cloud login/password handy if using a school computer.*

E-mail

Each student is given a school designated e-mail. Please check with IT if you are unsure what that is.

It is possible that communication may be sent out prior to classes starting. Therefore, it is very important to have this set up, as well as check it frequently.

Reach out to Instructor Sheryl Workman with any questions:
sheryl.workman@sctcc.edu

I look forward to meeting all of you!



MARKETING AND DESIGN

Program Planner



Name:		Academic Year:			
Major:		Credits: AAS (64 credits)			
Course #	Course Title	Prerequisites	Credits	Semester Offered	Grade
Technical Studies Fall Semester I					
MKAD1210	Introduction to Advertising *		4	F	
MKAD1216	Adobe Illustrator *		3	F	
MKAD1250	Copywriting and Design*		3	F	
MKAD1211	Adobe InDesign *		3	F	
MKAD2241	The Northway Group		3	F	
			Semester Total	16	
Technical Studies Spring Semester II					
MKAD1221	Adobe Photoshop *		3	S	
MKAD1265	Visual Design *		3	S	
MKAD1270	Media Research and Planning		3	S	
MKAD1240	Web Design Fundamentals *		3	S	
MKAD2241	The Northway Group		3	S	
			Semester Total	15	
Technical Studies Fall Semester III					
MKAD2285	Video Production Marketing		4	F	
MKAD2260	Strategic Marketing Campaign	MKAD 1210, MKAD 1270, MKAD 1211	4	F	
MKAD2241	The Northway Group		3	F	
			Semester Total	11	
Technical Studies Fall Semester IV					
MKAD2270	Media Marketing	MKAD 1240	4	S	
MKAD2290	Portfolio Practicum		3	S	
			Semester Total	7	
General Education					
GOAL Area 1 Communications: ORAL			3		
GOAL Area 1 Communications: WRITTEN			3		
GOAL Area 5 History & Social and Behavior Science - OR -			3		
GOAL Area 9 Ethical & Civic Responsibility			3		
GOAL Area 6 Humanities and Fine Arts			3		
GenED Elective Select from MNTC Goal Areas			3		
			GenED Total	15	
			Total Credits	64	

* Denotes a Technical Studies Course that can be substituted by enrolling in a fourth (4th) MKAD2241 The Northway Group course.

Students enrolled in MKAD courses are required to purchase an ADOBE CREATIVE CLOUD online membership to access software. A student membership requires institutional affiliation.

MARKETING AND DESIGN

Program Planner



Name: _____ Academic Year: _____

Major: _____ Credits: DIPLOMA (34 credits)

Course #	Course Title	Prerequisites	Credits	Semester Offered	Grade
Technical Studies Fall Semester I					
MKAD1210	Introduction to Advertising		4	F	
MKAD1216	Adobe Illustrator		3	F	
MKAD1250	Copywriting and Design		3	F	
MKAD1211	Adobe InDesign		3	F	
MKAD2241	The Northway Group		3	F	
Semester Total			16		
Technical Studies Spring Semester II					
MKAD1221	Adobe Photoshop		3	S	
MKAD1265	Visual Design		3	S	
MKAD1270	Media Research and Planning		3	S	
MKAD2241	The Northway Group		3	S	
Semester Total			12		
General Education					
GOAL Area 1	Communications: ORAL		3	F, S, SS	
GOAL Area 1	Communications: WRITTEN		3	F, S, SS	
GenED Total			6		
Total Credits			34		

Students enrolled in MKAD courses are required to purchase an ADOBE CREATIVE CLOUD online membership to access software. A student membership requires institutional affiliation.

**SCTCC MINNESOTA TRANSFER CURRICULUM
(MnTC) GOAL AREA COURSES**

1 - Communications (Goal Area 1)

CMST 1320	Introduction to Communication Studies	3 Cr
CMST 2300	Introduction to Public Speaking	3 Cr
CMST 2302 ⁹	Small Group Communication	3 Cr
CMST 2310	Interpersonal Communication	3 Cr
CMST 2315 ⁹	Persuasion and the Media	3 Cr
ENGL 1302	Analytical Writing	4 Cr
ENGL 1303	Technical Writing	3 Cr
ENGL 1308	Stretch Analytical Writing I	3 Cr
ENGL 1309	Stretch Analytical Writing II	3 Cr
ENGL 2310 ⁶	Introduction to Creative Writing	3 Cr

2 - Critical Thinking (Goal Area 2)

CRTK 1300	Introduction to Critical Thinking	3 Cr
PHIL 1340 ⁴	Introduction to Logic	3 Cr
WMST 1300 ⁷	Introduction to Women's Studies	3 Cr

3 - Natural Sciences (Goal Area 3) (L) indicates Lab Science

ASTR 1300	Astronomy	3 Cr
ASTR 1301 (L)	Astronomy Lab	1 Cr
ASTR 1305 (L)	Introduction to Astronomy	4 Cr
BLGY 1321 (L)	Human Biology	4 Cr
BLGY 1325	Nutrition	3 Cr
BLGY 1351 ¹⁰ (L)	General Biology I	4 Cr
BLGY 1355 (L)	General Biology II	4 Cr
BLGY 2310 (L)	Human Anatomy/Physiology I	4 Cr
BLGY 2320 (L)	Human Anatomy/Physiology II	4 Cr
BLGY 2330 (L)	Microbiology	4 Cr
BLGY 2340 (L)	Genetics	4 Cr
BLGY 2350 (L)	Cellular Biology	4 Cr
BLGY 2360 (L)	Ecology	4 Cr
CHEM 1305 ¹⁰ (L)	Chemistry for the Non-Scientist	4 Cr
CHEM 1345 (L)	General, Organic, and Biological Chem. Foundations	4 Cr
CHEM 1350 (L)	General Chemistry I	4 Cr
CHEM 1355 (L)	General Chemistry II	4 Cr
EASC 1310 (L)	Meteorology	4 Cr
ENVR 1305 ¹⁰ (L)	Environmental Science	4 Cr
ENVR 1310 ¹⁰	Environmental Issues	3 Cr
ENVR 1315 ¹⁰	Natural Resource Conservation	3 Cr
ENVR 2350 ¹⁰ (L)	Environmental Chemistry	4 Cr
GEOL 1300 (L)	Geology	4 Cr
PHYS 1305 (L)	Conceptual Physics	4 Cr
PHYS 2300 (L)	General Physics I	4 Cr
PHYS 2305 (L)	General Physics II	4 Cr
PHYS 2310 (L)	Engineering Physics I	5 Cr
PHYS 2320 (L)	Engineering Physics II	5 Cr

4 – Mathematical/Logical Reasoning (Goal Area 4)

MATH 1300	College Algebra	3 Cr
MATH 1321	College Trigonometry	3 Cr
MATH 1331	Applications of Mathematical Reasoning	3 Cr
MATH 1341	Elements of Math I	4 Cr
MATH 1345	Elements of Math II	4 Cr
MATH 1351	Introductory Statistics	4 Cr
MATH 1380	Pre-calculus	5 Cr
MATH 2311	Calculus I	5 Cr
MATH 2321	Calculus II	5 Cr
MATH 2330	Calculus III; Multivariable Calculus	5 Cr
MATH 2340	Differential Equations	5 Cr
MATH 2350	Differential Equations with Linear Algebra	4 Cr
PHIL 1340 ²	Introduction to Logic	3 Cr

5 – History & Social and Behavioral Sciences (Goal Area 5)

ART 1351 ⁶	Foundation Art History 2: Renaissance to Contemporary	3 Cr
ANTH 1300 ⁸	Introduction to Cultural Anthropology	3 Cr
DVRS 1304 ⁷	Diversity and Social Justice	3 Cr
ECON 2320	Introduction to Macroeconomics	3 Cr
ECON 2330	Introduction to Microeconomics	3 Cr
GEOG 1300 ⁸	World Regional Geography	3 Cr
GERO 1300 ⁷	Introduction to Gerontology	3 Cr
HIST 1310 ⁹	American History until 1877	3 Cr
HIST 1311 ⁹	The United States since 1877	3 Cr
HIST 1320 ⁸	World History to 1500	3 Cr
HIST 1321 ⁸	World History since 1500	3 Cr
HIST 1330 ⁸	World War II	3 Cr
HUMN 1315 ⁸	Latin American Cultures and Civilizations	3 Cr
POLS 1304 ⁹	Introduction to American Politics	3 Cr
POLS 1320 ⁹	Public Issues	3 Cr
PSYC 1300	Introduction to Psychology	3 Cr
PSYC 1304	Lifespan Developmental Psychology	3 Cr
PSYC 1310 ⁷	Psychology of Women and Gender	3 Cr
PSYC 1320	Psychology of Trauma	3 Cr
PSYC 1350	Positive Psychology	3 Cr
PSYC 2310	Abnormal Psychology	3 Cr
PSYC 2320	Social Psychology	3 Cr
PSYC 2330	Statistics for Psychology/Behavioral Sci	4 Cr
PSYC 2350	Topics in Human Sexuality	3 Cr
SOCI 1310	Introduction to Sociology	3 Cr
SOCI 1320	Social Problems	3 Cr
SOCI 1350 ⁷	Sociology of Marriage and Family	3 Cr
SOCI 1360 ⁹	The Politics of Food	3 Cr
SOCI 2305 ¹⁰	Environmental Sociology	3 Cr
SSCI 1300	Introduction to the Social Sciences	3 Cr

6 – The Humanities and Fine Arts (Goal Area 6)

ART 1300	Art Appreciation	3 Cr
ART 1301	Introduction to Studio Art	3 Cr
ART 1310	Foundation of 2-D Design and Materials	4 Cr
ART 1321	Foundation of Drawing I	4 Cr
ART 1330	Foundation to Painting I	4 Cr
ART 1340	Foundation Digital Photography	4 Cr
ART 1350 ⁸	Foundation Art History 1: Ancient to Pre-Renaissance	3 Cr
ART 1351 ⁵	Foundation Art History 2: Renaissance to Contemporary	3 Cr
ART 1370	Introduction to Printmaking	4 Cr
ART 1380	Foundation 3D Design and Sculpture	4 Cr
ENGL 1321 ⁸	Introduction to Modern Fiction	3 Cr
ENGL 1322	Introduction to Literature	3 Cr
ENGL 1340 ⁷	Introduction to Multicultural Literature	3 Cr
ENGL 1341 ⁷	Introduction to Women's Literature	3 Cr
ENGL 1342 ⁸	Middle Eastern Literature	3 Cr
ENGL 1345 ⁷	Gender in Literature	3 Cr
ENGL 2310 ¹	Introduction to Creative Writing	3 Cr
ENGL 2315 ⁷	Literature from our Latinx Communities	3 Cr
HUMN 1320 ⁹	Holocaust and Genocide Studies	3 Cr
HUMN 1340 ⁸	Middle Eastern Cultures	3 Cr
HUMN 2350	Film and United States Culture	3 Cr
HUMN 2352	Holocaust Field Studies	1 Cr
MUSC 1320 ⁸	Music in World Culture	3 Cr
MUSC 1340	History of Rock and Roll	3 Cr
MUSC 1350	Experiencing Live Music	3 Cr
MUSC 1360	Class Voice	3 Cr
MUSC 1370	History of Musical Theatre	3 Cr
PHIL 1310	Introduction to Philosophy	3 Cr
PHIL 1320 ⁹	Ethics	3 Cr
PHIL 1360 ⁸	Comparative World Religions	3 Cr

SPAN 2315 ⁷	Literature from our Latinx Communities	3 Cr
SPAN 2320 ⁸	Intermediate Spanish II	4 Cr
THTR 1315	Acting for Everyone	3 Cr
THTR 1330	Introduction to Theatre	3 Cr
THTR 1345	Active Collaboration	3 Cr

7 - Human Diversity (Goal Area 7)

DVRS 1304 ⁵	Diversity and Social Justice	3 Cr
DVRS 1310	Human Relations for a Diverse Workplace	3 Cr
DVRS 2301	Race and Ethnic Relations	3 Cr
ENGL 1340 ⁶	Introduction to Multicultural Literature	3 Cr
ENGL 1341 ⁶	Introduction to Women's Literature	3 Cr
ENGL 1345 ⁶	Gender in Literature	3 Cr
ENGL 2315 ⁶	Literature from our Latinx Communities	3 Cr
GERO 1300 ⁵	Introduction to Gerontology	3 Cr
HASL 1300	American Sign Language I	3 Cr
PSYC 1310 ⁵	Psychology of Women and Gender	3 Cr
SOCI 1350 ⁵	Sociology of Marriage and Family	3 Cr
SPAN 2315 ⁶	Literature from our Latinx Communities	3 Cr
WMST 1300 ²	Introduction to Women's Studies	3 Cr

8 - Global Perspective (Goal Area 8)

ART 1350 ⁶	Foundation Art History 1: Ancient to Pre-Renaissance	3 Cr
ANTH 1300 ⁵	Introduction to Cultural Anthropology	3 Cr
ENGL 1321 ⁶	Introduction to Modern Fiction	3 Cr
ENGL 1342 ⁶	Middle Eastern Literature	3 Cr
GEOG 1300 ⁵	World Regional Geography	3 Cr
HASL 1408	American Sign Language III	3 Cr
HASL 1412	American Sign Language IV	3 Cr
HIST 1320 ⁵	World History to 1500	3 Cr
HIST 1321 ⁵	World History since 1500	3 Cr
HIST 1330 ⁵	World War II	3 Cr
HUMN 1315 ⁵	Latin American Cultures and Civilizations	3 Cr
HUMN 1340 ⁶	Middle Eastern Cultures	3 Cr
MUSC 1320 ⁶	Music In World Culture	3 Cr
PHIL 1360 ⁶	Comparative World Religions	3 Cr
SPAN 1310	Beginning Spanish I	4 Cr
SPAN 1320	Beginning Spanish II	4 Cr
SPAN 2310	Intermediate Spanish I	4 Cr
SPAN 2320 ⁶	Intermediate Spanish II	4 Cr

9 - Ethical and Civic Responsibility (Goal Area 9)

CMST 2302 ¹	Small Group Communication	3 Cr
CMST 2315 ¹	Persuasion and the Media	3 Cr
ECON 1310	Personal Finance	3 Cr
*ENGR 1500	Introduction to Engineering	3 Cr
HIST 1310 ⁵	American History until 1877	3 Cr
HIST 1311 ⁵	The United States since 1877	3 Cr
HUMN 1320 ⁶	Holocaust and Genocide Studies	3 Cr
PHIL 1320 ⁶	Ethics	3 Cr
POLS 1304 ⁵	Introduction to American Politics	3 Cr
POLS 1320 ⁵	Public Issues	3 Cr
SOCI 1360 ⁵	The Politics of Food	3 Cr

**Variable credit course, only 3 credit option applicable to Goal 9*

10 - People and the Environment (Goal Area 10)

BLGY 1351 ³	General Biology I	4 Cr
CHEM 1305 ³	Chemistry for the Non-Scientist	4 Cr
ECON 1340	Environmental Economics	3 Cr
ENVR 1305 ³	Environmental Science	3 Cr
ENVR 1310 ³	Environmental Issues	3 Cr
ENVR 1315 ³	Natural Resource Conservation	3 Cr
ENVR 2350 ¹⁰	Environmental Chemistry	4 Cr
SOCI 2305 ⁵	Environmental Sociology	3 Cr