ABOUT THE PROGRAM

Master the fundamentals of digital marketing with this tech-driven embedded marketing program. This one-year diploma focuses on modern business skills: optimize websites for search, managing social media accounts, creating branded graphics and content, and more! Modern marketers will get the technical skills they need to promote products, services, and organizations with relevant, digital tools. A perfect first step for those new to the marketing field and those who want to update their skills.

PROGRAM OUTCOMES

• Develop strategies to anticipate and satisfy market needs.
• Promote products, services, images, and/or ideas to achieve a desired outcome.
• Utilize tools and technology for digital marketing initiatives.

CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES

LTC credits transfer to over 30 universities. For more information visit gotoltc.edu/future-students/transfer.

ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS

 - Submit online application.
 - Complete the online Student Success Questionnaire.
 - Schedule your 1st Time Program Counseling/Registration Session with your assigned program counselor to plan your first semester schedule, review your entire plan of study and discuss the results of the Student Success Questionnaire.
Submit transcripts and test scores (optional, highly recommended): College transcripts, along with high school transcripts and test scores from within the last five years, used for course registration. Official transcripts needed for transferring college credit(s) and for financial aid purposes.

FUTURE SEMESTER ENROLLMENT STEPS

- Complete online Student Success Tutorial prior to registering for second semester.

APPROXIMATE COSTS

• $146.20 per credit tuition (WI resident) plus $8.77 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit gotoltc.edu/financial-aid/tuition-and-fees for details.

FINANCIAL AID

This program is eligible for financial aid. Visit gotoltc.edu/Financial-Aid or talk with your Admissions Advisor about how to apply for aid.

SPECIAL NOTE

Adobe software is provided through the college at the college. You can purchase Adobe for a reduced rate for personal use.

CONTACT

LTC Admissions Advisor
920.693.1162 • Admissions@gotoltc.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10102110	Introduction to Business	3
10103161	PowerPoint - Level 1	1
10804189	Introductory Statistics	3
10104102	Marketing, Principles of	3
10104169	Internet Marketing Foundations	3
10801195	Written Communication	3
		16
Term 2		
10104177	Content and Copywriting	2
10104173	Web Analytics	2
10104125	Social Media Strategy	3
10104176	Digial Advertising	3
10104127	Visual Branded Content	3
10809195	Economics	3
		16
		TOTAL 32

Curriculum and program acceptance requirements are subject to change. Program start dates vary; check with your program counselor for details. The tuition and fees are approximate based on 2023-2024 rates and are subject to change prior to the start of the academic year.

CONTENT AND COPYWRITING...explores content marketing strategies and their effectiveness; such as creation, curation, and repurposing. You will learn to write compelling copy for a variety of audiences and marketing uses, develop a business personality, tone, and voice, andget the right message to the right people through the right media. Includes optimizing headlines, taglines, call-to-actions, infographics, emoji's, hashtags, and copy for effectiveness by using keywords, semantics, credibility, and the correct word choices. PREREQUISITES:10104102 Principles of Marketing and 10104169 Internet Marketing Foundations

DIGITAL ADVERTISING…explores the world of advertising on the Internet through display, text, pay-per-click, mobile, email and text messages. You will learn how to initiate, manage and evaluate digital advertising effectively and efficiently using the Google AdWords platform. PREREQUISITES: 10104102 Principles of Marketing and 10104169 Internet Marketing Foundations

ECONOMICS...provides the participant with an overview of how a market-oriented economic system operates, and it surveys the factors which influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues. COREQUISITE: Reading placement assessment or equivalent

INTERNET MARKETING FOUNDATIONS…explores how businesses use web sites, blogs, mobile apps, and search engine optimization (SEO) to market their business. You will learn basic web design fundamentals, how to use web content management systems, web-based tool connectivity, and use analytics to measure success.

INTRODUCTION TO BUSINESS...provides an introduction to the world of business from both the organizational and managerial viewpoint. It examines areas of business including the business environment, business formation, planning, operations, accounting, marketing, human resource management, and building effective teams.

INTRODUCTORY STATISTICS...prepares students to display data with graphs, describe distributions with numbers perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. COREQUISITE: Math placement assessment or equivalent AND Reading placement assessment or equivalent

POWERPOINT - LEVEL 1…introduces the student to the program by planning and creating a presentation, adding media and special effects, and applying advanced formatting to objects.

PRINCIPLES OF MARKETING...introduces the student to the consumer decision process model, the bases used to segment a market, basic concepts about goods, services, and ideas, the nature of supply chain and distribution, integrated marketing communications, and the stages of the product life cycle and their impact on the marketing mix.

SOCIAL MEDIA STRATEGY…explores current and up-and-coming online platforms, applications, and tracking methods for social media and determine how they are revolutionizing the marketing landscape. You will set up social media accounts, learn basic terminology, and incorporate best practices into marketing strategies. You will learn which platforms fit best with an organization's strategic goals, how to integrate content across them, interpret the analytics, and tailor them to maximize results. PREREQUISITE: 10104170 Marketing Tourism and Hospitality or 10104102 Principles of Marketing

VISUAL BRANDED CONTENT…teaches creating visual marketing content for social media, email campaigns, print, and more using various design software platforms. Special emphasis on understanding and following brand standards as well as literacy of file types, considerations for designing for print, and production tips. PREREQUISITE: 10104102 Principles of Marketing

WEB ANALYTICS…teaches marketing analytics software, how it works, how to set goals and then measure the effectiveness of the web tools in meeting those goals. Emphasis on proficiency with Google Analytics platform. PREREQUISITE: 10104169 Internet Marketing Foundations

WRITTEN COMMUNICATION…teaches the writing process, which includes prewriting, drafting, revising, and editing. Through a variety of writing assignments, the student will analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Keyboarding skills are required for this course. It also develops critical reading and thinking skills through the analysis of a variety of written documents. COREQUISITE: Writing placement assessment or equivalent AND Reading placement assessment or equivalent