

Program Number 10-104-8
Associate Degree in Applied Science • Four Terms

ABOUT THE PROGRAM

Where creativity and technology meet! Digital marketing is an essential set of 21st century business tools. Students in our program gain knowledge and skills vital to the success of every company. From search engine optimization and digital advertising to connecting to audiences with social media, our graduates are ready to help future employers enhance their web presence and win in a digital market.

PROGRAM OUTCOMES

- Develop digital marketing strategies to anticipate and satisfy market needs.
- Create digital marketing content for products, services, images, and ideas.
- Integrate tools and technology for digital marketing initiatives.
- Analyze the effectiveness of marketing outcomes.

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.

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	Digital Advertising	3
10104127	Visual Branded Content	3
10809195	Economics	3
		16
Term 3		
10103121	Excel - Level 1	1
10104136	Retail Marketing & E-Commerce	3
10104178	Video for Promotion	2
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3
10105128	Personal Branding	2
10809198	Introduction to Psychology	3
		14
Term 4		
10104134	PR and Media	3
10104104	Selling Strategies	3
10104126	Internship-Marketing	1
10152106	Integrated Web Concepts	4
10104175	Advanced Marketing Concepts	3
		14
		TOTAL 60

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.

ADVANCED MARKETING CONCEPTS...provides the experience of selecting and researching a company, brand, or business, creating an institutional and event promotion campaign and buying efficient media in order to influence a data-defined market segment. The markets may be local, national, or global. Includes a simulation that will test the students' budget and media buying decisions. **PREREQUISITES:** 10104125 Social Media Strategy and 10104176 Digital Advertising

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, and get 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

EXCEL - LEVEL 1...introduces the student to spreadsheet features such as creating, saving, editing, navigating, formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks.

INTEGRATED WEB CONCEPTS...introduces students in the Web and Software Developer, Graphic and Web Design, and Marketing programs to working within interdisciplinary teams. Through the building of all aspects of an application, each team will select and utilize design thinking processes and US/UI tools, prototype potential design solutions, ask for, give, and receive directive feedback, and effectively communicate and persuasively present ideas to an interdisciplinary audience. **PREREQ** 10104136 Retail Marketing and 101043 Mktg req met or 10152109 Object-Oriented Program 1, 10152123 Mobile Device Dev 1 and 101527 IT Web and Soft Dev req met or 10201173 or 10201119 Web Dev Advanced and 102012 Graphic and Web Design req met

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.

INTERNSHIP-MARKETING...requires students to complete 72 hours(1 credit) of performing work in a business/industrial service setting related to their program outcomes. In addition, students will develop an academic portfolio which reflects upon the program outcomes, core abilities, career goal, educational goal, and course summary of learning. Students will meet with their program instructor to explain their portfolio and complete the technical skills attainment documentation. **PREREQUISITE:** 10104136 Retail Marketing and Ecommerce

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.

INTRODUCTION TO PSYCHOLOGY...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings. **COREQUISITE:** Reading placement assessment or equivalent

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

PERSONAL BRANDING...focuses on the importance of developing a strong brand identity for yourself as a professional. As a prospective employee, you are constantly selling yourself from how you talk, walk, dress, your facial expressions, and your body language; people are always forming impressions of you. In this course, you will develop a professional resume, cover letter, practice interview skills, and learn the role of social media in career development.

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.

PR AND MEDIA...introduces students to Public Relations principles and the PESO media model. Issues and crisis management, building media relationships, creating press releases, media kits, and on-message communication through traditional and digital channels are emphasized. **PREREQUISITE:** 10104125 Social Media Strategy and 10104177 Content and Copywriting

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.

RETAIL MARKETING AND ECOMMERCE...teaches how to determine if that is the case and where it is best to sell – stand alone or an online marketplace. You will learn about the steps to set up an e-commerce web site including shopping carts, payment gateways, and converting order processing into a shopping cart process. This class will also discuss some of the laws and regulations to consider and explore for domestic and global e-commerce. **PREREQUISITE:** 10104102 Principles of Marketing and 10104173 Web Analytics

SELLING STRATEGIES...prepares the student to understand the business to consumer selling process, the technological advancement in selling, and the importance of customer relationship management. **PREREQUISITE:** 10104102 Principles of Marketing

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

SPEECH...explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of the course. **COREQUISITE:** Reading placement assessment or equivalent

VIDEO FOR PROMOTION...covers fundamental techniques of video editing, sound editing, live video and creatively implementing video as a storytelling medium. Students will explore current video trends and best practices per social channels and integrate these techniques into a social media campaign. Additional topics will include YouTube channel creation, advertising, and best practices. **PREREQUISITES:** 10104125 Social Media Strategy and 10104127 Visual Branded Content.

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