

Program Number 31-104-5 Technical Diploma • Two Terms

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. This program is offered in a partial Competency-Based Education (CBE) format, which allows students to work at their own pace.

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

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

ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS

- Submit online application.
- Complete the online Student Success Questionnaire.
- Complete Get Started at Lakeshore appointment:
 - Application Check-in
 - College Orientation Overview
 - 1st Time Program Registration

**Submit high school transcripts, college transcripts, and test scores (optional, highly recommended). Official transcripts will be needed for transferring college credit(s) and for financial aid purposes.*

ACADEMIC PREPAREDNESS/FUTURE SEMESTER ENROLLMENT STEPS

If applicable, complete program-specific academic preparedness requirements and enrollment steps prior to enrolling in occupational or core courses. Students will be notified if there is a program waitlist. View the college's program webpage for details: <https://lakeshore.edu/programs-and-courses/career-areas/marketing-sales-service/digital-marketing-specialist>.

APPROXIMATE COSTS

\$152.85 per credit tuition (WI resident) plus \$9.17 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit lakeshore.edu/Financial-Aid/tuition-and-fees for details.

FINANCIAL AID

This program is eligible for financial aid. Visit lakeshore.edu/Financial-Aid for more information.

SPECIAL NOTE

- Adobe software is provided through the college at the college. You can purchase Adobe for a reduced rate for personal use.
- Learn when you want. Progress at your own pace. Receive personalized coaching and support. The full CBE definition may be found at lakeshore.edu/cbe.

CONTACT

Lakeshore College Recruiter
920.693.1366 • Recruitment@lakeshore.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10104102	Principles of Marketing*	3
10102110	Introduction to Business*	3
10104169	Internet Marketing Foundations*	3
10103121	Excel - Level 1*	1
10804189	Introductory Statistics	3
10801136	English Composition 1	3
		16
Term 2		
10103161	PowerPoint - Level 1*	1
10104127	Visual Branded Content*	3
10104177	Content and Copywriting*	2
10104125	Social Media Strategy*	3
10104176	Digital Advertising*	3
10104173	Web Analytics*	2
10809143	Microeconomics	3
		17
		TOTAL 33

*CBE delivery only

Curriculum and program acceptance requirements are subject to change. Program start dates vary; check with your academic counselor for details. The tuition and fees are approximate based on 2025-2026 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, 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

ENGLISH COMPOSITION 1...is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents. Discuss reading and writing academic course support with your Counselor.

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.

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. Discuss math and reading academic course support with your Counselor.

MICROECONOMICS...examines the behavior of individual decision makers, primarily consumers and firms. Topics include choices of how much to consume and to produce, the functioning of perfectly and imperfectly competitive markets, the conditions under which markets may fail, and arguments for and against government intervention. The student applies the fundamental tools of economics to real world problems. Discuss reading academic course support with your Counselor.

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.

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.

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. PREREQUISITES: 10104169 Internet Marketing Foundations and 10103121 Excel-Level 1