



Marketing

Program No: 10-104-3

Associate Degree in Applied Science
Degree Completion Time: Four Terms

In general, an academic year consists of two terms; however, degree completion time may vary based on student scheduling needs and class availability.

2012-2013

| Catalog No. | Class Title | Credit(s) |
|---------------|--|--------------|
| Term 1 | | |
| 10104102 | Marketing, Principles of | 3.00 |
| 10104194 | Marketing Services | 3.00 |
| 10105124 | Portfolio Introduction | 1.00 |
| 10801198 | Speech | 3.00 |
| 10152111 | Emerging Web Trends | 1.00 |
| 10804123 | Math with Business Applications | 3.00 |
| 10809198 | Psychology-Introduction to | 3.00 |
| | Total | 17.00 |
| Term 2 | | |
| 10104103 | Applied Marketing | 3.00 |
| 10104104 | Selling Principles | 3.00 |
| 10104122 | Marketing Strategies and Planning | 3.00 |
| 10104173 | Marketing Research | 3.00 |
| 10104172 | Marketing Analysis | 3.00 |
| 10801195 | Written Communication | 3.00 |
| | Total | 18.00 |
| Term 3 | | |
| 10104125 | Promotion Principles | 3.00 |
| 10152106 | Integrated Web Concepts | 4.00 |
| 10105128 | Career Exploration | 2.00 |
| 10806112 | Principles of Sustainability OR 10809122 Intro to American Government | 3.00 |
| 10809195 | Economics | 3.00 |
| 10809196 | Introduction to Sociology OR 10809172 Race, Ethnic, & Diversity Studies | 3.00 |
| | Total | 18.00 |
| Term 4 | | |
| 10104105 | Sales Advanced | 3.00 |
| 10104134 | Social Media Marketing | 3.00 |
| 10104117 | Portfolio Assessment-Marketing | 1.00 |
| 10104126 | Internship-Marketing | 1.00 |
| 10104128 | Leadership and Professionalism | 3.00 |
| 10104168 | International Marketing | 3.00 |
| | Total | 14.00 |
| | Program Total | 67.00 |

Note: Program start dates vary; check with your counselor for details.

Curriculum and program acceptance requirements are subject to change.

About the Career

No matter who you are, where you are, what you do, or what you buy—you've experienced marketing. If you're curious about what drives people to choose one product over another, are excited about generating fresh ideas, and enjoy variety and change, a career in marketing may be a perfect fit for you. Marketing is the program for students interested in careers in selling, social media, retailing, product and brand management, promotion, marketing leadership, and customer service.

Careers

- Advertising and Promotion Developer
- Assistant Advertising Manager
- Entrepreneur
- Marketing Researcher
- Sales Manager
- Sales Representative
- Wholesale Representative

Admissions Steps

- Application
- Application Fee
- Entrance Assessment Scores
- Transcripts
- Program Advising Session
- Microsoft Skills Check Form (Word, PowerPoint, Excel)
- Functional Abilities Statement of Understanding Form

Program Outcomes

You'll learn to:

- Develop strategies to anticipate and satisfy market needs.
- Prepare an integrated marketing communication plan.
- Evaluate business information through the market research process.
- Demonstrate selling strategies for products, services, and/or ideas to create and maintain relationships.
- Manage Customer Relationship Management (CRM) functions to anticipate market wants and needs.

Approximate Costs

- \$126 per credit (resident)
- \$182 per credit (out-of-state resident)
- Other fees vary by program (books, supplies, materials, tools, uniforms, health-related exams, etc.)

Special Note

This program is also offered in an online delivery format.

Functional Abilities

Functional abilities are the basic duties that a student must be able to perform with or without reasonable accommodations. At the postsecondary level, students must meet these requirements, and they cannot be modified.

Placement Scores

Accuplacer/ACT scores will be used to develop your educational plan. Please contact your program counselor/advisor at 920-693-1109.

Transfer agreements are available with the following institutions:

Capella University
Cardinal Stritch University
Concordia University
Franklin University
Herzing University
Lakeland College

Marian College
MSOE Rader School of Business
Ottawa University
Silver Lake College
University of Phoenix
Upper Iowa University

UW-Green Bay
UW-Oshkosh
UW-Stout

IMPORTANT: For more information on these agreements, visit gotoltc.edu/transfer.

10104102 Marketing, Principles of

...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.

COREQUISITE: Microsoft Word and PowerPoint skills or equivalent or **CONDITION:** 105361 Pharm Svcs Mgmt or 315361 Pharm Tech requirements met

10104103 Applied Marketing

...is a project and case study based course allowing the student to apply marketing strategy to a variety of marketing scenarios.

10104104 Selling Principles

...prepares the student to use the steps of the selling process to perform sales presentations.

10104105 Sales Advanced

...enhances the student's ability to develop a customer profile; design tables, charts, and graphs; identify market potential through sales forecasting using technology; and plan and prepare a sales strategy presentation.

COREQUISITE: 10104104 Selling Principles

10104117 Portfolio Assessment-Marketing

...prepares the student to identify what they have learned throughout the program, write career goals, re-examine their resume, research and collect project samples of their achievements, and analyze their achievements within the college core abilities and program outcomes.

PREREQUISITES: 10105124 Portfolio Introductions and 101105128 Career Exploration or 10105126 Career Assessment

10104122 Marketing Strategies and Planning

...introduces the student to marketing strategies that support the product/service mix. Students will use critical thinking and analytical skills to develop positioning, branding, differentiation, and relationship marketing strategies to reach the target audience. The student will also be responsible for the development of a marketing plan.

10104125 Promotion Principles

...provides the student the ability to explain the relationship of the uncontrollable variables and the marketing mix to the promotion plan and to distinguish when to use advertising, personal selling, publicity, or sales promotion in the development of the promotional plan.

COREQUISITE: 10104012 Principles of Marketing

10104126 Internship-Marketing

...requires students to complete 72 hours (1 credits) of performing work in a business/industrial service setting related to their program objectives. Students are responsible for seeking and obtaining the internship workstation position. Course requirements include maintaining a log of work activities, identifying and receiving approval from the job supervisor and instructor, and completing a work-related project. Students meet with the program instructor to indicate progress.

PREREQUISITE: 10105128 Career Exploration and
COREQUISITE: 10104117 Portfolio Assessment

10104128 Leadership and Professionalism

...prepares the student to accept a leadership role in their chosen occupation and provides opportunities to demonstrate business etiquette and professionalism in a variety of settings.

10104134 Social Media Marketing

...covers how the use of social media marketing as an integrated marketing tool is allowing organizations to increase brand awareness and receive direct feedback on products from customers. It is relatively inexpensive and is becoming a critical component of marketing campaigns. This course explores the opportunities social media provides a company in promoting products and services.

10104168 International Marketing

...provides an understanding of international marketing while concentrating on the how to's of international business. This course is beneficial to students who desire a better understanding of international marketing and to individuals who work in or aspire to work in an international business. It is also designed for managers and executives whose companies conduct business internationally or desire to do so.

10104172 Marketing Analysis

...expands the student's ability to analyze the impact of the external marketing environment, including demographic trends, competitive strategies, political/legal marketing factors, social/cultural marketing factors, economic marketing factors, and technological marketing factors, and global markets.

COREQUISITES: Microsoft Excel skills or equivalent

10104173 Market Research

...provides the student with the ability to tell the difference between primary and secondary data in the use of research methodologies.

COREQUISITE: 10104102 Principles of Marketing

10104194 Marketing Services

...prepares the student to differentiate product and service characteristics; apply the concept of service quality; assess the perceived value of customer satisfaction, and create a customer service strategy.

10105124 Portfolio Introduction

...prepares the student to develop a personal and professional portfolio, to identify self-awareness through various self-assessments and apply these results to the workplace and other environments, to write goal statements and understand their value, to develop an individual history of events and achievements, and to identify significant learning experiences throughout the student's life.

10105128 Career Exploration

...prepares the student to develop a career plan, write a resume, create a cover letter, prepare for an interview, search for work on the Internet, adapt a resume for an electronic scan, and post a resume and cover letter on the Internet.

PREREQUISITE: 10105124 Portfolio Introduction

10152106 Integrated Web Concepts

...introduces the student to the three major components of the Web—design, development, and marketing. A common course among Graphic and Web Design, Web and Software Developer, and Marketing, students from each program will be responsible for working in teams and to coordinate projects and present their industry to students from the other programs.

PREREQUISITE: 10104102 Prin of Marketing and
COREQUISITES: 10152187 Web Development 3 and 10201106 CSS for Adv Web Design and **CONDITION:** 1015 27 Web and Software Developer or 102012 Graphic and Web Design or 101043 Marketing program requirements met

10152111 Emerging Web Trends

...introduces students to the most current developments in the Web. Using resources and tools for staying current in relation to new technologies and trends related to Web design, development and marketing, students will assess current Web trends as they apply to their chosen profession.

10801195 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.

PREREQUISITE: 10831103 Intro to College Wrtg or **CONDITION:** Written Comm Prepared Learner (Accuplacer Wrtg min score of 86 or Equivalent) and **COREQUISITE:** 10838105 Intro Rdg & Study Skills or **CONDITION:** Reading Accuplacer min score of 74 or equivalent

10801198 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: 10838105 Intro Reading and Study Skills or **CONDITION:** Reading accuplcer minimum score of 74 or equivalent

10804123 Math w Business Apps

...covers real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.

PREREQUISITE: Accuplacer Math minimum score of 79 or Equivalent or 10834109 Pre-Algebra and **COREQUISITE:** 10838105 Intro Reading and Study Skills or **CONDITION:** Reading accuplcer minimum score of 74 or equivalent

10809122 Introduction to American Government

...introduces American political processes and institutions. It focuses on rights and responsibilities of citizens and the process of participatory democracy. Learners examine the complexity of the separation of powers and checks and balances. It explores the role of the media, interest groups, political parties and public opinion in the political process. It also explores the role of state and national government in our federal system.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

10809195 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: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

10809196 Introduction to Sociology

...introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

10809198 Intro 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: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent