

ABOUT THE PROGRAM

Whether you are online, at a store, or browsing facebook, you've experienced marketing. Then imagine yourself as a marketing professional in a digital age. Your personality is geared toward developing relationships with the super-informed consumer ad keeping up with the latest trends in marketing. You're curious about what drives consumers to purchase either digitally or traditionally. Marketing is a program for students interested in selling, social media, retailing promotion, and customer services. If you like generating fresh ideas, and enjoy variety and change, a career in marketing may be a perfect fit for you.

PROGRAM OUTCOMES

- 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.

ADMISSIONS STEPS

- Work with Admissions Specialist to:
 - Submit application and \$30 fee.
 - Complete an assessment for placement (Accuplacer or ACT).
 - Submit official transcripts (high school and other colleges).
- Meet with program advisor/counselor to discuss program details.

APPROXIMATE COSTS

- \$132 per credit (resident)
- \$198 per credit (out-of-state resident)
- Other fees vary by program (books, supplies, materials, tools, uniforms, health-related exams, etc.) Visit gotoltc.edu/financial-aid/tuition-and-fees for details.

PLACEMENT SCORES

Accuplacer/ACT scores will be used to develop your educational plan. Contact your program advisor/counselor for details.

SPECIAL NOTE

This program is also offered in an on-line delivery format. Contact an advisor for details.

CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES

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

CONTACT

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Catalog No.	Class Title	Credit(s)
Term 1		
10104102	Marketing, Principles of	3
10152196	Web Development 1	3
10103181	Word 2013 Level 1	1
10103131	Excel 2013 Level 1	1
10801198	Speech	3
10152111	Emerging Web Trends	1
10804123	Math with Business Applications	3
10809198	Introduction to Psychology	3
		18
Term 2		
10104104	Selling Strategies	3
10104122	Marketing Strategies and Planning	3
10104124	Research and Web Analytics	3
10104136	Retail Marketing	3
10801195	Written Communication OR 10801136 English Composition 1	3
		15
Term 3		
10104125	Promotion in the Social Media Campaign	3
10152106	Integrated Web Concepts	4
10105128	Personal Branding	2
10806112	Principles of Sustainability OR 10809122 Introduction to American Government	3
10809195	Economics	3
10809196	Introduction to Sociology OR 10809172 Introduction to Diversity Studies	3
		18
Term 4		
10104105	B2B Sales and CRM	3
10104134	Direct Marketing, PR and Media	3
10104126	Internship-Marketing	1
10104128	Leadership and Professionalism	3
10104168	Global Marketing Strategies	3
		13
		TOTAL 64

*Curriculum and Program Acceptance requirements are subject to change.
Program start dates vary; check with your advisor/counselor for details.*



B2B SALES AND CRM...enhances the student's ability to create business to business selling strategies and understand the factors affecting the sales funnel. Students will develop an understanding of CRM, account management, sales leadership and motivation, and sustaining the brand in the new era of Sales 2.0. **COREQUISITE:** 10104104 Selling Strategies

DIRECT MARKETING, PR AND MEDIA...provides the student with an overview of direct marketing, public relations, and social media as it relates to the consumer. Various channels of direct marketing will be investigated including social media, mobile marketing, email marketing, and traditional direct marketing strategies.

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 equivalent

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.

EXCEL 2013 - LEVEL 1...introduces the student to creating, modifying and formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks. This course is offered in a self-paced format.

GLOBAL MARKETING STRATEGIES...provides the student with an understanding of marketing strategies used to segment and target markets globally. Students will also investigate the importance of branding globally and developing relationships with consumers from various cultures. **PREREQUISITE:** 10801195 Written Communication

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 Mktg and 10152187 Web Dev 3 and **COREQUISITE:** 10201106 CSS for Adv Web Design and **CONDITION:** 101527 Web & Software Developer or 102012 Graphic & Web Design or 101043 Mktg prog requirements met

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:** 10105128 Personal Branding

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:** 10838105 Intro Reading and Study Skills or equivalent

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.

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 equivalent

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.

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. **PREREQUISITE:** 10804123 Math w/ Business Apps

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. **CONDITION:** 105361 Pharm Svcs Mgmt or 315361 Pharm Tech requirements met

MATH WITH BUSINESS APPLICATIONS...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:** 10834109 Pre-Algebra or equivalent and **COREQUISITE:** 10838105 Intro Reading and Study Skills 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.

PROMOTION IN THE SOCIAL MEDIA CAMPAIGN...provides the student with the understanding of the promotional mix in integrated marketing communications. Students will also explore the role of social media in branding and positioning products. **COREQUISITE:** 10104012 Principles of Marketing

RESEARCH AND WEB ANALYTICS...provides the student with the ability to distinguish between quantitative and qualitative research techniques, primary and secondary data, and the marketing research process. In addition students will learn how web analytics and mobile technology have affected the marketing research process.

RETAIL MARKETING...provides the student with current developments in retail marketing. Students will learn about types of retailers, customer service, distribution and inventory control, and online and traditional retailing methods.

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.

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 equivalent

WEB DEVELOPMENT 1...introduces the students to web page design principles and proceeds to teach students how to create their own visually appealing designs for the web. Students will have hands-on experience using current versions of Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) to code and format accessible, valid, and optimized web sites. Websites will be published live on the web using FTP.

WORD 2013 - LEVEL 1...introduces the student to word processing features such as creating, saving, editing, formatting, and printing documents, creating basic diagrams, and applying these concepts to produce usable documents. This course is offered in a self-paced format.

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 equivalent and **COREQUISITE:** 10838105 Intro Rdg & Study Skills or equivalent