

## Program Number 31-104-8 Technical Diploma • Two Terms

### ABOUT THE PROGRAM

The Sales Representative technical diploma prepares the student to be a professional in both business-to-business and business-to-consumer environments. The student will have a fundamental understanding of selling techniques, sales strategies, customer relations management and customer service, professionalism, and Web-based selling and marketing. A graduate holding such a diploma may be expected to manage customers and accounts, prepare quotes and close sales, provide sales data and marketing analysis, and work inside sales, outside sales, retail sales, and other customer support roles. This technical diploma will ladder into the Marketing associate degree program.

### 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](http://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](http://gotoltc.edu/future-students/transfer).

### RELATED PROGRAMS

- Marketing In A Digital Era Associate Degree

### CONTACT

Vicki Stock, Admissions Specialist  
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Catalog No.	Class Title	Credit(s)
<b>Term 1</b>		
10104102	Marketing, Principles of	3
10104125	Promotion in the Social Media Campaign	3
10806112	Principles of Sustainability or 10-809-122	3
	Introduction to American Government	
10801198	Speech	3
10152111	Emerging Web Trends	1
		<b>13</b>
<b>Term 2</b>		
10104104	Selling Strategies	3
10104105	B2B Sales and CRM	3
10104134	Direct Marketing, PR and Media	3
10104128	Leadership and Professionalism	3
10104124	Research and Web Analytics	3
		<b>15</b>
		<b>TOTAL 28</b>

*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.

**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.

**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, 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

**PRINCIPLES OF SUSTAINABILITY**...prepares students to develop sustainable literacy, analyze interconnections among physical and biological sciences and environmental systems, summarize effects of sustainability on health and well-being, analyze connections among social, economic, and environmental systems, employ energy conservation strategies to reduce use of fossil fuels, investigate alternative energy options, evaluate options to current waste disposal/recycling in the U.S., and analyze approaches used by your community. COREQUISITE: 10838105 Intro Reading and Study Skills or equivalent

**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.

**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