

Program Number 10-104-3 Associate Degree in Applied Science • Four Terms

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 and 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.

CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES

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

PROGRAM ADMISSIONS STEPS

- Work with Career Coach to:
 - Submit application and \$30 fee.
 - Submit official transcripts (high school and other colleges).

ENROLLMENT PROCESS

- Work with program Academic Advisor to:
 - Complete an assessment for placement (Accuplacer or ACT).
 - Complete Functional Abilities Statement of Understanding form.
 - Meet to plan your first semester schedule, review your entire plan of study, discuss placement assessment results and complete any additional enrollment requirements.

APPROXIMATE COSTS

- \$132.20 per credit tuition (WI resident) plus \$7.27 per credit student activity fee. \$10 per credit online 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 Career Coach about how to apply for aid.

SPECIAL NOTE

This program is also offered in an online delivery format. Contact an advisor for details.

CONTACT

LTC Career Coach
920.693.1162 • CareerCoach@gotoltc.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10104102	Marketing, Principles of	3
10103181	Word 2013 Level 1	1
10103131	Excel 2013 Level 1	1
10801198	Speech OR 10801196	3
	Oral/Interpersonal Communication	
10804123	Math with Business Applications	3
10809198	Introduction to Psychology	3
		14
Term 2		
10104104	Selling Strategies	3
10104122	Marketing Strategies and Planning	3
10104124	Research and Web Analytics	3
10106138	Web Technology	2
10104136	Retail Marketing	3
10801195	Written Communication OR 10801136	3
	English Composition 1	
		17
Term 3		
10104125	Promotion in the Social Media Campaign	3
10152106	Integrated Web Concepts	4
10105128	Personal Branding	2
10809122	Introduction to American Government	3
	OR 10806112 Principles of Sustainability	
10809195	Economics	3
		15
Term 4		
10104105	B2B Sales and CRM	3
10104134	Direct Marketing, PR and Media	3
10104126	Internship-Marketing	1
10809196	Introduction to Sociology OR 10809172	
	Introduction to Diversity Studies	3
10196107	Principles of Management	3
10104174	Marketing Field Study	1
		14
		TOTAL 60

Curriculum and Program Acceptance requirements are subject to change. Program start dates vary; check with your advisor for details. The tuition and fees are approximate based on 2017-2018 rates and are subject to change prior to the start of the academic year.



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.

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.

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

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.

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 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.

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

MARKETING FIELD STUDY...provides the student the opportunity to participate in business tours and listen to guest speaker presentations. Enforcement of program outcomes and competencies will assist the student to better understand current trends and strategies in marketing.

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.

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 or CONDITION: 610061 Agribusiness/ Agronomy Basic program admissions requirements met

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.

PRINCIPLES OF MANAGEMENT...will enable students to develop short and long range plans to effectively accomplish organizational goals. Through the use of terminology, exercises, and case studies, students will be able to give a critical appraisal of real life situations involving organizing, staffing, and motivating others. The student will also learn tools to aid in problem solving, value in diversity, and coping with change.

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: 10104102 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 TECHNOLOGIES...provides a basic understanding of the Web as well as the tools used to create Web pages, blogs, and other features. Reviews social and business Web tools and components.

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