

## 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.

### 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).

### 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](http://gotoltc.edu/financial-aid/tuition-and-fees) for details.

### FINANCIAL AID

This program is eligible for financial aid. Visit [gotoltc.edu/Financial-Aid](http://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.

### RELATED PROGRAMS

- Marketing In A Digital Era Associate Degree

### CONTACT

LTC Career Coach  
920.693.1162 • [CareerCoach@gotoltc.edu](mailto:CareerCoach@gotoltc.edu)

Catalog No.	Class Title	Credit(s)
<b>Term 1</b>		
10104102	Marketing, Principles of	3
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3
10104125	Promotion in the Social Media Campaign	3
10809122	Introduction to American Government OR 10806112 Principles of Sustainability	3
		<b>12</b>
<b>Term 2</b>		
10104104	Selling Strategies	3
10104124	Research and Web Analytics	3
10104105	B2B Sales and CRM	3
10104134	Direct Marketing, PR and Media	3
10104136	Retail Marketing	3
		<b>15</b>
		<b>TOTAL 27</b>

*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.

**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.

**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.

**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