

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. Marketing is a program for students interested in sales, social media, retailing promotion, and customer service. If your personality is geared toward developing relationships with the super-informed consumer and keeping up with the latest trends in marketing, and you're curious about what drives consumers to purchase either digitally or traditionally - a career in marketing may be perfect 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.

ADMISSION AND PROGRAM ENROLLMENT STEPS

- Submit online application.
- Submit transcripts (high school & other colleges). NOTE: Official transcripts required for acceptance of transfer credits; Financial Aid may require.
- Complete the online Student Success Questionnaire.
- Schedule a Program Advising Session with your assigned advisor to plan your first semester schedule, review your entire plan of study, discuss the results of the Student Success Questionnaire.

APPROXIMATE COSTS

- \$136.50 per credit tuition (WI resident) plus \$8.10 per credit student activity fee. \$10 per credit online or hybrid 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		
10102110	Introduction To Business	3
10103161	PowerPoint - Level 1	1
10103191	Word - Level 1	1
10104102	Marketing, Principles of	3
10104104	Selling Strategies	3
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3
		14
Term 2		
10104122	Marketing Strategies and Planning	3
10104124	Research and Web Analytics	3
10104134	Direct Marketing, PR and Media	3
10104136	Retail Marketing	3
10106138	Web Technologies	2
10801195	Written Communication OR 10801136 English Composition 1	3
		17
Term 3		
10103121	Excel - Level 1	1
10104105	B2B Sales and CRM	3
10104174	Marketing Field Study	1
10104125	Promotion in the Social Media Campaign	3
10105128	Personal Branding	2
10106174	Desktop Publishing	2
10809198	Introduction to Psychology	3
		15
Term 4		
10104126	Internship-Marketing	1
10152106	Integrated Web Concepts	4
10104175	Advanced Marketing Concepts	3
10804123	Math with Business Applications	3
10809195	Economics	3
		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 2019-2020 rates and are subject to change prior to the start of the academic year.



ADVANCED MARKETING CONCEPTS...provides the learner with the opportunity to apply marketing theory and concepts through development of a marketing campaign. Emphasis is on managing promotion of a product, company, service, or event from conception through planning, execution, and analysis. Integrates skills and knowledge gained in previous coursework. COREQUISITE: 10152106 Integrated Web Concepts

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. PREREQUISITE: 10104104 Selling Strategies

DESKTOP PUBLISHING...prepares the learner with the basic skills to use page layout software to create professional publications. PREREQUISITE: 10106138 Web Technologies

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. PREREQUISITE: 10104102 Principles of Marketing

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 to Reading and Study Skills or Reading placement assessment equivalent or CONDITION: 610062 Agribusiness/Financial Basic program admissions met

EXCEL - LEVEL 1...introduces the student to spreadsheet features such as creating, saving, editing, navigating, formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks.

INTEGRATED WEB CONCEPTS...introduces the students to the three major components of the web: design, development, and marketing, and how the three areas work together. A common course among Graphic and Web Design, Web and Software Developer, and Marketing, students from each program will work in cross-functional groups to build a marketing plan, design materials, and websites for real-world community businesses. PREREQUISITES: 10104122 Marketing Strategies and Planning and 101043 Mktg req met or 10152187 Web Development 3 and 101527 IT Web and Sof Dev req met or 10201110 InDesign and 102012 Graphic and Web Design req 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, coreabilities, 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: 10104124 Research and Web Analytics

INTRODUCTION TO BUSINESS...provides an introduction to the world of business from both the organizational and managerial viewpoint. It examines areas of business including the business environment, business formation, planning, operations, accounting, marketing, human resource management, and building effective teams.

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. PREREQUISITE: Reading placement assessment equivalent or COREQUISITE: 10838105 Intro to Reading and Study Skills

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. PREREQUISITE: 10104136 Retail 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: 10104102 Principles of Marketing

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: 10104104 Selling Strategies

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 Math placement assessment equivalent and COREQUISITE: 10838105 Intro to Reading and Study Skills or Reading placement assessment 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.

POWERPOINT - LEVEL 1...introduces the student to the program by planning and creating a presentation, adding media and special effects, and applying advanced formatting to objects. This course is offered in a self-paced format.

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. PREREQUISITE: 10104124 Research and Web Analytics or 10104170 Marketing Tourism and Hospitality

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. PREREQUISITE: 10104102 Principles of Marketing

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. PREREQUISITE: 10104102 Principles of Marketing

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. COREQUISITE: 10104102 Principles of Marketing

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 Reading placement assessment 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 - LEVEL 1...introduces the student to word processing features such as creating, saving, editing, navigating, and formatting the content of multi-page documents.

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 Writing placement assessment equivalent and COREQUISITE: 10838105 Intro to Rdg & Study Skills or Reading placement assessment equivalent