

# Marketing

## Associate in Applied Science Degree

Business and Marketing Program Cluster

Center for Business and Applied Arts

Center Contact Information: (608) 246-6003 or  
(800) 322-6282 Ext. 6003

### About the Program

Marketing is one of the most important areas of expertise for the next generation of business leaders. It is critical to the success of every organization — whether large or small, profit or nonprofit, product- or service-oriented. All organizations must identify and research target markets; determine customer needs; and establish how products and services can most effectively be created, priced, promoted and distributed.

Course formats include 16-week, compressed (8-week), online, hybrid, and accelerated (Fastrack) options. Choose from a unique menu of options to meet your work and life schedule!

Program is offered in traditional, compressed, online, hybrid, Telepresence and accelerated (Fastrack) formats at the Madison campus (select courses offered in Fort Atkinson, Portage, Madison-West, and Watertown).

### Career Potential:

- Account Executive
- Advertising Coordinator
- Buyer
- Customer Service Manager/Representative
- Marketing Assistant
- Sales/Marketing Manager
- Promotion Coordinator
- Sales Representative (inside and outside)
- Store Manager
- Market Research Assistant
- Internet Marketing Assistant

With additional education and/or work experience, graduates may find employment as:

- Brand or Product Manager
- International Sales Manager
- Internet Marketing Manager/Director
- Marketing and Promotion Manager/Director
- New Product Development Manager
- Market Research Analyst
- Public Relations Director
- Senior Manager/Executive

For information contact either Steve Noll (608) 246-6609; [SNoll@matcmadison.edu](mailto:SNoll@matcmadison.edu) or Kristin Uttech (608) 246-6336; [KUtech@matcmadison.edu](mailto:KUtech@matcmadison.edu), co-Lead Teachers.

- **Online Associate Marketing Degree:** Complete course requirements at your convenience. For more information, contact Carrie Andersen at (920) 568-7233 or [Andersen@matcmadison.edu](mailto:Andersen@matcmadison.edu).
  - **Fastrack Marketing Degree:** Take classes one night a week and earn your degree in about two years! For more information, contact Holly Mercier at (608) 246-6558 or [HMercier@matcmadison.edu](mailto:HMercier@matcmadison.edu).
- Visit our website: <https://matcmadison.edu/plus/marketing>.

## Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2011-2012 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program. Current/continuing students should consult their degree progress report available through their student center (mymadisonCollege) account for specific graduation requirements. Program requirements are subject to change.

### FIRST YEAR

First Semester	Credits	Hrs/week
10-104-102 **Marketing Principles.....	3	3-0
10-104-104 *Selling Principles.....	3	3-0
10-104-161 *Marketing Technology Applications.....	3	3-0
10-801-195 ***Written Communication.....	3	3-0
10-804-123 ***Math with Business Applications.....	3	3-0
<b>Semester Total</b>	<b>15</b>	

### Second Semester

10-104-103 **Marketing Research.....	3	3-0
10-104-112 **Marketing Design Strategies.....	3	3-0
10-104-113 Leadership Strategies in Marketing.....	3	3-0
10-104-125 **Principles of Advertising.....	3	3-0
10-801-198 ***Speech.....	3	3-0
10-809-197 ***Contemporary American Society.....	3	3-0
<b>Semester Total</b>	<b>18</b>	

### SECOND YEAR

#### First Semester

10-104-107 **Marketing Management.....	3	3-0
10-104-180 **International Marketing.....	3	3-0
10-809-199 ***Psychology of Human Relations.....	3	3-0
10-809-195 ***Economics.....	3	3-0
Approved Marketing Elective.....	3	3-0
<u>Emphasis Area course #1 (see below).....</u>	<u>3</u>	
<b>Semester Total</b>	<b>18</b>	

#### Second Semester

10-104-111 Innovative Trends in Marketing.....	3	3-0
10-104-114 **Social Media Campaigns.....	3	3-0
10-104-188 Marketing Portfolio.....	1	0-2
10-809-166 ***Introduction to Ethics: Theory & Application.....	3	3-0
General Elective.....	3	E
<u>Emphasis Area course #2 (see below).....</u>	<u>3</u>	
<b>Semester Total</b>	<b>16</b>	

#### Advertising Emphasis Area

- 10-104-126 \*\*Publicity & Promotions Strategy (*offered in Fall Semester*)
- 10-104-181 \*\*Complete Campaigns\*\* (*offered in Spring Semester*)

#### Sales Emphasis Area

- 10-104-108 \*\*B2B Sales (*offered in Spring Semester*)
- 10-104-160 \*\*Sales Management (*offered in Fall Semester*)

#### Note:

- The **General Elective** may be filled from a wide variety of college-wide classes and/or transfer credits. Students are advised to plan for college transfer possibilities in advance of starting the program. For the most accurate transfer information, contact the Admissions Office of the transfer school.
- The **Approved Marketing Elective** must come from one of the following classes (please note that some of these classes are only offered once per year).

#### Approved Marketing Electives

10-104-165 Internship ( <i>offered in Summer</i> )	3 credits
10-104-169 Internet Marketing** ( <i>offered in Fall Semester</i> )	3 credits
10-104-187 Global Studies Seminar (can be taken in lieu of international Marketing)	3 credits

Above classes in Emphasis area can be taken as approved electives.

**Note:** \*Course is a prerequisite for many other Marketing courses and should be completed as soon as possible. \*\*Course has prerequisites (see course descriptions for more details)  
\*\*\*Course may be substituted by another Arts & Sciences Center approved class listed on your Advising Report, the Marketing program website under Program Curriculum, or contact Marketing co-Lead Teachers.

Students are placed in English or mathematics courses based on their scores on the COMPASS test or on completion of the appropriate prerequisite/s.



# Marketing

## Program Courses

### 10-104-102 Marketing Principles 3 credits

This foundation course introduces students to the marketing process and how it operates in today's dynamic organizations. The entire marketing mix is examined on a broad scale. Topics include: market segmentation and targeting strategies, market research, consumer behavior, product development, pricing policies, distribution and an overview of promotion. It provides a comprehensive overview of the exciting world of marketing.

### 10-104-103 Marketing Research 3 credits

Businesses today need current, accurate information upon which to base their decisions. In this class, students learn not only how to gather marketing information from primary and secondary sources using online and other sources, but also how to apply that information to make better marketing decisions. Prerequisites: 10-104-102 and 10-104-161.

### 10-104-104 Selling Principles 3 credits

Students are acquainted with the basic principles and applications of the sales process as they apply to industrial, wholesale and retail selling situations. Includes prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up.

### 10-104-107 Marketing Management 3 credits

This course is an expanded look at critical issues/trends in the field of marketing. Importance is placed on understanding as well as analyzing the effect of issue/trends on companies and their marketing efforts. Developing skills in proposal writing and interpreting marketing information are other topics of this course. The culmination of the course is the creation of an in-depth marketing plan for a selected product, service or organization. Prerequisites: 10-104-102 and 10-104-161.

### 10-104-108 B2B Sales 3 credits

This advanced sales class explores the world of business-to-business selling. Topics explored include Negotiation Skills, Territory Management, Prospecting/Qualifying, Consultative Sales, Trade Show Selling, Relationship Building and Selling in the E-Business Realm. Case studies, role plays and sales exercises will all be practiced to educate and enhance current and new selling skills. Prerequisite: 10-104-104 or Instructor Consent.

### 10-104-111 Innovative Trends in Marketing 3 credits

This course content changes from semester to semester and is based on the hottest and most important marketing trends and topics. Students will hear from industry leaders, explore cutting-edge theories and practices and have an opportunity to explore trends in which they have a particular interest. Course should be taken in the fourth or final semester of study in the program. Prerequisite: 10-104-102.

### 10-104-112 Marketing Design Strategies 3 credits

This course provides participants with the opportunity to understand proven theories of marketing communication design principles and practices. Participants are challenged to create powerful marketing messages, by applying effective creativity and innovation techniques for appropriate audiences using current and emerging technologies. Prerequisite: 10-104-102.

### 10-104-113 Leadership Strategies in Marketing 3 credits

This course introduces participants to principles, methods and techniques of leadership and communications with applications to case studies. Special attention is given to problem solving, small group decision making, and teamwork.

### 10-104-114 Social Media Campaigns 3 credits

Social media has transformed advertising from a long-term mass medium to a one-to-one communication utilizing almost instant feedback. How businesses are using social media as advertising tools as well as how to create and deploy a social media campaign will be the main focus of this class. Additionally, the history and development of social media platforms such as Facebook, YouTube, Twitter and LinkedIn will be explored, as well as the many ethical and potential legal concerns that have arisen over these new forms of communication. Finally, the concept of viral marketing will be examined and how it allows a social message to explode a message to millions of users in a brief time.

### 10-104-125 Principles of Advertising 3 credits

Students are introduced to the theory and practice of integrated marketing communications. All elements in the promotions mix are summarized but the major emphasis is on advertising. Students examine the characteristics of major media alternatives including radio, television, newspapers, magazines, outdoor, direct response and alternative media. Advertising research, planning and creativity are also explored and practiced. Prerequisite: 10-104-102.

### 10-104-126 Publicity & Promotions Strategy 3 credits

Publicity and Promotion Strategies explores the nature, importance, and function of Public Relations, Media, and Sales Promotion within the Integrated Marketing Communications framework. Students will build familiarity with PR and promotion strategies including proactive and reactive PR tactics, cause related marketing (CRM), sponsorships, sales promotion tactics to the consumer, and the preparation of efficient media plans. This course will allow direct experience with a local trade show and PR event, Web PR tactics, and the preparation of Press Releases for both the web and media

### 10-104-160 Sales Management 3 credits

The role of the Manager in the Sales process is explored in this advanced sales class. Creating a sales program, developing your sales force, motivating sales people, and developing companies to be more selling focused will all be explored through research, case studies, practical applications and projects. Sales skills will be enhanced through the role of a strong Sales Manager. Prerequisite: 10-104-104 or Instructor Consent.

### 10-104-161 Marketing Technology Applications 3 credits

Through hands-on experience, participants explore current and emerging technologies and its application to marketing requirements. In addition, participants learn effective presentation techniques, appropriate netiquette and the applications of transforming technologies. Prerequisites: Keyboarding, Introduction to Windows, File Management, Introduction to Word or equivalent experience.

### 10-104-165 Marketing Internship 3 credits

This course will fulfill either your required Marketing Elective or General Elective. Students must be employed a minimum of 150 hours during the semester, summer or any combination of time. They are also in contact (email and in person) on a regular basis with the coordinator during the semester or summer. The internship can be paid or unpaid. To qualify, all students must have Instructor Consent

### 10-104-169 Internet Marketing 3 credits

This course provides a road map for marketers to navigate the digital economy. Critical skills include the ability to master proven Internet marketing principles and concepts, and the capacity to keep pace with technological advances and industry trends. This course focuses on a comprehension of Internet marketing theory and concepts; demonstrates how concepts are applied in the real world; and emphasizes the development of advanced Internet marketing skills. Prerequisites: 10-104-102.

### 10-104-180 International Marketing 3 credits

Students explore how marketing strategies and tactics must be managed and adapted for success in different cultural, economic, geographic and political environments around the world. Students will develop marketing and management skills and perspectives in order to work effectively in the global marketplace. Prerequisite: 10-104-102.

### 10-104-181 Complete Campaigns 3 credits

Students will apply theory and knowledge gained from advanced marketing and promotion classes in planning and executing a complete promotional campaign for a local client. Emphasis is placed on the use of research, coordination of the elements of a campaign, creative development, media buying, oral presentation, and evaluating campaign effectiveness. Prerequisites: 10-104-107, 10-104-125, 10-104-126, and 10-104-161.

## Program Number: 10-104-3

### 10-104-187 Global Studies Seminar 3 credits

This unique learning and travel experience gives students the opportunity to enhance their understanding of the global marketplace. Upon completion of the course and travel students will be familiar with the history, culture, social and business issues of the host country. Students will examine current trends and business practices relating to (but not limited to) management, marketing, hospitality and global strategies. Participation in this course requires travel to the host country. This experience is designed to help students develop a lifelong global mindset and to enhance abilities to communicate, work on international teams and think creatively.

### 10-104-188 Marketing Portfolio 1 credit

This 1 credit class is the collection of projects worked on throughout the program with additional material to create a portfolio for job interviewing. Prerequisite: Consent of Instructor.

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*More detailed and updated information on this program may be available at [madisoncollege.org](http://madisoncollege.org). The college reserves the right to make changes in the regulations and courses announced in this publication without notice.*

*Madison Area Technical College provides equal opportunity in education and employment.*

*Rev. 3/11*