

Marketing

Associate in Applied Science Degree

Business and Marketing Program Cluster

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

For information call: (800) 322-6282 Ext. 6003 or 6558 or (608) 246-6003 or (608) 246-6558 for Fastrack Program Information or (920) 568-7233 for Associate Marketing Degree: Online

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, distributed, priced and promoted.

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

Online Associate Marketing Degree: Earn an Associate Marketing degree entirely online. Complete course requirements at your convenience. Contact Carrie Andersen at (920) 568-7233 or Andersen@matcmadison.edu for more Madison.

Fastrack Marketing degree: an *accelerated* learning option is available in Madison. Take classes one night a week and earn your degree in about two years! Contact Holly Mercier at (608) 246-6558 or hmercier@matcmadison.edu for more information.

Emphasis Area Curriculum Information

In the first and second semester of the second year, students will choose to take two courses in an emphasis area as listed (Advertising or Sales).

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.
- The Approved Marketing Elective must come from one of the following classes (please note that these classes are only offered once per year).

Approved Marketing Electives

10-104-105	Data Mining (Fall Semester)	3 credits
10-104-124	Retail Management (Spring Semester)	3 credits
10-104-165	Internship (offered in Summer)	3 credits
10-104-166	Innovation & Creativity (Spring Semester)	3 credits
10-104-169	Internet Marketing (Fall Semester)	3 credits
10-104-172	Job Shop (Fall & Spring Semester)	3 credits

Curriculum

FIRST YEAR

First Semester		Credits	Hrs/week Lec-Lab
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
Semester Total		15	

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
Semester Total		18	

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
<i>Emphasis course #1 (see left)</i>		<i>3</i>	
Semester Total		15	

Second Semester

10-104-111	Marketing Trends and Topics.....	3	3-0
10-104-168	eCommerce in Marketing.....	3	3-0
10-809-166	Introduction to Ethics: Theory & Application*.....	3	3-0
Approved Marketing Elective.....		3	3-0
General Elective.....		3	E
<i>Emphasis course #2 (see left)</i>		<i>3</i>	
Semester Total		18	

Summer options: To reduce the number of credits per semester, many students consider a summer school course or two. It is recommended that students plan to take elective credits or a general education course (see * courses above.) Marketing program courses are offered occasionally to meet demand, but it varies from summer to summer.

* For the Associate Degree general education courses, **college transfer equivalents** are available. Please see program faculty or an advisor for complete details. Each student is advised to plan for college transfer possibilities **in advance** of starting the program. For the most accurate transfer information, directly contact the Admissions Office of the transfer school.

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

Have any questions?

Contact Hiep Van Dong, Lead Instructor/Program Director
(608) 243-4376 or hvandong@matcmadison.edu
Office: Room 312A / Truax campus

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. 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

Acquaints students 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.

10-104-111 Marketing Trends and Topics 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.

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.

10-104-124 Retail Management 3 credits

This course focuses on the concepts, theories, and hands on skills of managing a retail operation. Key areas of emphasis are management, operations, human resources, merchandising, loss prevention and the supply channel.

10-104-125 Principles of Advertising 3 credits

Introduces students 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.

10-104-161 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.

10-104-168 eCommerce in Marketing 3 credits

This course provides participants with tools and opportunities to define eCommerce, examine how eCommerce is being conducted and managed, and explore major opportunities, limitations, issues and risks involved with conducting business over the Internet and on the web. Prerequisites: 10-104-102 and 10-104-161.

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: Introduction to computers, file management, keyboarding skills, email fundamentals, basic web-browsing, and MS Word or consent of instructor.

10-104-172 Job Shop 3 credits

Job Shop is an individualized approach to career planning for marketing students. Course includes a marketing employment overview, personal and academic assessment, and the creation of marketing-based resumes and letters. Students utilize online databases and websites to explore industries, companies and careers in the marketing field; prepare for a videotaped job interview; and complete a bottom-line simulation on financial planning. Course should be taken in the final semester of the marketing program.

10-104-180 International Marketing 3 credits

Course explores 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.

10-104-166 Innovation & Creativity 3 credits

This course provides an opportunity for students to gain an overview of the tools, techniques and processes of creativity and innovation as they are revealed in historical and current business and marketing practices. The student will become familiar with definitions, tools, profiles, case studies, individual and organizational examples of creativity and innovation in order to prepare them to add value in an organization within the competitive marketing environment where these skills are in demand.

10-104-105 Data Mining 3 credits

Matching demographic research with other quantifiable data is essential in making sure the cost of marketing is on budget. This class will example various research methods in attaining names and address for specific target markets to ensure that cost effective marketing channels can be achieved. Designing research-gathering projects, interpreting data, data mining, list merging and other ways to collect and process data and other information will be explored and put to use in marketing projects.

Career Potential:

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

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

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

More detailed and updated information on this program may be available at: matcmadison.edu. 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.

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