

# resource

## INFORMATION

Enrollment Center . . . . .	608/246-6210
Advising and Career Resources . . . . .	608/243-4271
Assessment . . . . .	608/246-5220
Financial Aid . . . . .	608/246-6170
Advanced Standing (Business) . . . . .	608/246-6003
Advanced Standing (Marketing) . . . . .	608/243-4233
High School Equivalency Diplomas . . . . .	608/258-2440
Counseling . . . . .	608/246-6076
Multicultural Services . . . . .	608/246-6059
Child Care . . . . .	608/246-6766
Credit Transferability (Business) . . . . .	608/246-6003
Credit Transferability (Marketing) . . . . .	608/243-4233
Experiential Learning (Business) . . . . .	608/246-6003
Experiential Learning (Marketing) . . . . .	608/243-4233
Campus Tours . . . . .	608/246-6239
General Information . . . . .	608/246-6100
Toll Free . . . . .	1-800/322-6282

### Madison Area Technical College

Truax Campus  
3550 Anderson Street  
Madison, WI 53704-2599  
[www.matcmadison.edu](http://www.matcmadison.edu)

Madison Area Technical College does not discriminate on the basis of race, color, ancestry, national origin, sex, sexual preference, disability, age, religion, creed, marital status, or lack of English skills in admissions or participation. Our Equal Opportunity Administrator can be contacted at (608) 246-6901.

The college reserves the right to make changes in the regulations and courses described in this publication without notice. (5M 06/04)

# Business, Management and Marketing

## PROGRAMS

- Accounting
- Business
- Mid-Management
- Fashion Marketing
- Marketing
- Finance
- Paralegal
- Real Estate
- Small Business Operations
- Supervisory Management



*Education that works!*

# program facts

## Facts about Business, Management and Marketing programs

Business, management and marketing programs at Madison Area Technical College provide students with the latest management, accounting, finance or marketing skills and techniques. Class sizes are small and instructors are experienced business professionals.

Whether you are a new student interested in starting a career or you are a working professional looking to advance your career, MATC's programs and certificates will give you an edge in today's competitive business world.

We offer several two-year associate degree programs in a variety of career areas. In business and management, we offer two associate degrees programs, **Business Mid-Management** and **Supervisory Management/ Leadership Development**. In marketing, students can choose from associate degrees in either the **Marketing** or **Fashion Marketing** program. We also offer a one-year technical diploma, **Small Business Operations**.

In accounting, we offer a two-year associate degree program in **Accounting** and a one-year **Accounting Assistant** technical diploma. We also offer associate degree programs in **Finance**, **Paralegal** and **Real Estate**.

MATC also offers certificates in specific business, marketing and related areas. These certificates are designed to meet the needs of an ever changing field. Currently, we offer certificates in Business Communications, eBusiness, Human Resources, International Business

and Quality Management Specialist. Other certificates may be offered as needed. Check the MATC Website or the Business and Applied Arts Division office for the most current information on certificate offerings.

Students at MATC can take advantage of a wide variety of support services that include tutoring, academic advising, counseling and job placement services. We offer day care services for students who are parents, access to a well-equipped fitness center and a wide variety of athletics, student organization and community events. MATC has articulation agreements with several four-year institutions and many students chose to continue their education by transferring to a bachelor's degree program.

### Depending upon which program you select, you will develop some of the following:

- initiative and leadership
- teamwork
- the ability to be creative and develop new ideas
- decision making
- effective communication
- project management
- the ability to conduct market research and make decisions based on research
- quality management techniques
- an understanding of how to serve the needs of internal and external customers
- knowledge of strategic management or marketing concepts

# accounting

## Accounting

*Two-year associate degree • 69 credits*  
*Truax/Madison Campus • Start August and January*

The Accounting Program provides the educational background and training required for entry accounting positions in private business and industry, governmental agencies and public accounting firms. Job experience and continuing education provide necessary qualifications for advanced positions in the field of accounting.

## Accounting Assistant

*One-year technical diploma • 28 credits*  
*Truax/Madison Campus • Start August and January*

Accounting assistants may work in a small business and be responsible for all aspects of bookkeeping or work in a larger firm under the supervision of an accountant and specialize in a certain area. Accurate records and reports of all business activity are required by industry and government agencies.

All 28 credits of the Accounting Assistant Program apply toward the 68 credits needed for the associate degree in accounting.

For more information on either of these programs, call 608/246-6003.



## Business Mid-Management

*Two-year associate degree • 68 credits  
Truax/Madison Campus • Start August and January*

The Business Mid-Management Program provides well-rounded study in the fundamentals of business organization, management, accounting, human resources, finance and related studies. This program provides current and future managers with training and education necessary for employment and advancement on the job. Job experience and continuing education provide the qualifications necessary for further advancement into various levels of supervision and management. Graduates are also trained for a variety of positions within businesses and organizations.

Certificates in Human Resources, International Business, Business Communications and Project Management enhance management skills and provide for additional employment opportunities.



## Finance

*Two-year associate degree • 66 credits  
Truax/Madison Campus • Start August and January*

The Finance Program provides the educational background and training required for entry-level positions in banks, savings and loan associations, finance companies, credit unions, real estate, insurance, financial planning, government, or mercantile and manufacturing enterprises. Job experience and continuing education provide the qualifications necessary for advancement.

Students in the Finance Program will become adept in using financial calculators and spreadsheets as analytical tools. Students will be introduced to public finance, which deals with governmental agencies; corporate finance, which focuses on businesses; and personal finance, which encompasses the monetary affairs of individuals.

Recent graduates have accepted positions with the following job titles: financial specialist, mortgage banking examiner, personal banker, mortgage processor, accounts receivable specialist, assistant for financial advisor, bank assistant manager, accountant, credit manager, loan specialist, financial plan writer and office manager.

For more information on Business Mid-Management or Finance, call 608/246-6003.

## Fashion Marketing

*Two-year associate degree • 64 credits  
Truax/Madison Campus • Start August and January*

Our two-year associate degree program in Fashion Marketing presents exciting career opportunities for people who have the ability and interest to develop and promote new fashion products and services. Opportunities in retail, wholesale, manufacturing and related marketing fields are available to graduates of the program.

Study tours to markets and fashion centers such as Italy, New York, Chicago and Minneapolis as well as guest lecturers enrich class studies and enable students to explore career opportunities. Second-year students enroll in the Internship course during the summer semester and receive supervised work experience.

The program is directed by an advisory committee of professionals from area businesses, including, Famous Footwear, Talbot's, Kohl's, JC Penney, Yosts Bridal, Old Navy, The Boston Store and Marshall Fields. These companies employ many program graduates and often offer internships to MATC students.

For more information, call 608/246-6486 or 608/243-4233.



## Marketing

*Two-year associate degree • 66 credits  
Truax/Madison Campus • Start August and January*

It is estimated that almost a third of all U.S. workers are now employed in marketing-related positions.

Marketing 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.

Graduates of this program have found a wide variety of positions including inside and outside sales representatives, marketing and sales managers, store managers, promotion assistants, market researchers as well as advertising and marketing coordinators.

This program offers wide and varied learning experiences and opportunities including:

- internship opportunities both at local organizations and at Disney World in Florida;
- a job shop course designed to prepare students for interviews and help them build job seeking skills;
- a course in marketing communications and the exciting world of advertising; and
- opportunities to explore ecommerce and take online classes.

For more information, call 608/243-4233.

# paralegal

# real estate

## Paralegal

*Two-year associate degree • 66 credits*  
*Truax/Madison Campus • Start August and January*

The two-year associate degree Paralegal Program prepares students for highly responsible entry-level positions as paralegals or legal assistants. Students take courses that provide them with the basic competencies to begin a career as a paralegal or legal assistant.

The subjects covered in core course work are: ethics, substantive and procedural law, the American legal system, delivery of legal services, law offices and related environments, the paralegal profession, legal research and writing, law-related computer skills, legal interviewing and investigation, and substantive areas of legal practice. The program assists students in acquiring these essential related competencies: critical thinking skills (analysis, judgment, research and problem-solving), communication skills (oral, written, non-verbal and interpersonal), computer skills, computational skills, understanding of ethics and organizational skills.

For more information, call 608/243-4233 or 608/246-6631.

## Real Estate

*Two-year associate degree • 71 credits*  
*Truax/Madison Campus • Start August and January*

Numerous career opportunities exist in residential, commercial and industrial real estate for trained men and women. You may become a broker, appraiser, property manager or mortgage lender. Real estate includes the planning and developing of office buildings, industrial complexes, farms, planned recreational developments, public land acquisitions, shopping centers and the complex field of mortgage lending and finance.



This program explores the basics of the real estate market, property rights, ownership, construction, financing and brokerage as they relate to the U.S. consumer.

For more information, call 608/243-4233 or 608/246-6629.

# small business

## Small Business Operations

*One-year technical diploma • 32 credits  
Truax/Madison Campus • Start August and January*

The Small Business Operation Program educates prospective small-business owners/entrepreneurs on the principles involved in planning and operating a small business. Attention is given to small business appraisal and opportunities; developing a written business/ marketing plan; and advertising, public relations, direct mail and sales promotion plans. Marketing concepts include planning, forecasting, segmentation, product strategy, product mix, pricing and distribution. The program also provides an introduction to the basic principles, concepts and theories of business and non-business selling, and their application to an actual sales presentation. Special attention is given to personal development and self-image concepts.

For more information, call 608/243-4233 or 608/246-6560.



# supervisory management

## Supervisory Management/ Leadership Development

*Two-year associate degree • 64 credits • Truax/Madison  
Campus • Start August and January*

The Supervisory Management/Leadership Development Program is designed to meet the increasing demand for trained supervisors. The program content provides hands-on supervisory training and education for present and future supervisors through a curriculum divided into three development areas—core management, personal skills and leadership skill development.

Designed to meet the needs of a diverse range of students, the program is available through a variety of delivery methods. Students may attend classes in the standard semester format taking classes on campus during regular semesters. They also can opt for a “Fastrack” program that reduces class time commitment by 50 percent. Classes meet the same night once a each week. Students complete Supervisory Management specific courses in 18 months. Students may also take some courses online through MATC or the Wisconsin Technical College System’s eTech College.

For more information, call 608/246-6551 or 608/258-2378.

# certificates

MATC provides a number of certificates designed to meet current needs within the business community. The types of certificates available can change depending on needs of employers. Currently, certificates include Business Communications, eBusiness, Human Resources, International Business, and Quality Management Specialist. A certificate in Project Management also is planned.

For more information on these and other business certificate opportunities, contact the Business Division at 608/246-6003 or the Marketing Department at 608/243-4233.

Through MATC’s Business, Industry and Community Services department, customized employee training and consultation services are available to area employers. For information on these services, call 608/243-4479.



# getting started

## How do I get started?

You may obtain an application, curriculum and more detailed information in a variety of ways:

- Visit <http://matcmadison.edu>.
- Obtain the college catalog from your local MATC campus or view it at the public library.
- For information on the Accounting, Accounting Assistant, Business Mid-Management and Finance programs, call 608/246-6003 or stop by Room 369 at MATC Truax.
- For information on the Marketing, Fashion Marketing, Paralegal, Real Estate and Small Business Operation and Supervisory Management programs, call 608/243-4233 or stop by the Marketing Department office in Room 245C at MATC Truax.
- The MATC toll-free number is 1-800/322-6282.

Financial aid is available to qualifying individuals accepted/enrolled in eligible programs.

For related career programs, see our program brochure for **Business Technology**. For information on Hotel & Restaurant or Recreation Management or Meeting and Planning, see the **Culinary** or **Tourism Services** brochures. See information on all these programs on the MATC Website at [matcmadison.edu](http://matcmadison.edu) or in the *MATC Catalog*.



## Career and employment opportunities

MATC business, management and marketing programs prepare graduates for entry-level marketing, management, accounting and finance positions in private businesses, industry, governmental agencies or non-profit organizations. The programs also help individuals interested in entering supervisory training programs offered by businesses or in starting their own business.

- Career paths in business and marketing are numerous and varied.
- According to a recent graduate survey, the average entry-level pay range is \$24,700 to \$35,000 and more, plus benefits.
- Nearly 90 percent of graduates in marketing and business are employed upon graduation.
- According to the US Bureau of Labor Statistics business services is one of the fastest growing industries with a median salary of about \$34,000.
- Earning potential with additional education or experience can reach \$50,000 or more a year.

### Potential occupations:

- Account Executive
- Accountant
- Accounts Payable/Receivable
- Advertising Coordinator
- Assessor/Home Inspector
- Bookkeeper/Payroll Clerk
- Business Owner/Manager
- Buyer
- Cost Accountant
- Credit Manager
- Customer Service Manager/Representative
- Department Manager
- Financial Planning Assistant
- Loan Coordinator
- Management Trainee
- Manager/Store Manager
- Marketing Assistant/Manager
- Merchandiser
- Paralegal
- Personal Banker
- Real Estate Appraiser
- Real Estate Broker
- Sales Manager
- Sales Representative
- Supervisor
- Visual Marketing Specialist

# explore careers

in business, management and marketing

## Do you ...

Enjoy working on a team?

Have strong communication skills?

Possess good people skills and a desire to lead?

Like planning and executing both large and small projects?

Enjoy seeing the direct results of your work?

Want to work in a creative, dynamic environment?

***Then consider a career in Business, Management or Marketing!***

what employers and students say...

*“I can’t say enough about the program at MATC. I was under confident about college at first but my teachers saw I had a real passion for fashion and showed me learning can be fun...I am very proud of my degree.”*

— Hathaway Terry, 1996 graduate, Fashion Marketing Program, now owner of Volante, a Madison clothing design business.

*“I had already started my business so I wanted to learn more specifically about accounting, bookkeeping and marketing. I thought I already knew a lot but I came out knowing so much more. The teachers were very helpful. They were always willing to sit down with me to answer my questions.”*

— Jane Rolfsmeyer, 1999 Small Business Operations graduate, vice-president and treasurer for Zing-a-Ding Instant Paint-Free Dent Repair, Inc., Oregon, Wisconsin

*“There is no doubt in my mind that my education at MATC helped me move up in my career. The teachers were excellent and made time to help during and after classes. The Finance Program provided an excellent opportunity for me to build a good basis in the field, to get my foot in the door.”*

— John Norton, 2001 Finance graduate, private equity investment support specialist, State of Wisconsin Investment Board