



DIGITAL MARKETING PROMOTIONS

Technical Diploma Program Code: 30-104-8 Total Credits: 18

The Digital Marketing Promotions technical diploma prepares students to communicate with customers with an emphasis on the use of technology and digital media. Graduates are able to use graphic design and video editing software to create a variety of promotional materials to be used by traditional or online businesses. Courses are taught using hands-on projects that create marketing content using Adobe Photoshop, Illustrator, and InDesign for visual design. You'll also use Adobe Premiere to design and create videos. Finally, an emphasis is placed on planning and developing social media content, learning best practices for email marketing, implementing a variety of techniques for effective search engine marketing (SEM), and the use of analytics for better decision making.

Estimated tuition and fees: mstc.edu/programcosts

ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit mstc.edu/advising.

CHECKLIST:

This section will be completed when meeting with your academic advisor.

- FAFSA (www.fafsa.gov)
- Financial Aid Form(s)
Form(s): _____
- Follow-Up Appointment:
Where: _____
When: _____
With: _____
- Official Transcripts
Mid-State Technical College
Student Services Assistant
1001 Centerpoint Drive
Stevens Point, WI 54481
- Other: _____



mstc.edu • 888.575.6782 • TTY: 711



ADAMS CAMPUS
401 North Main
Adams, WI 53910

MARSHFIELD CAMPUS
2600 West 5th Street
Marshfield, WI 54449

STEVENS POINT CAMPUS
1001 Centerpoint Drive
Stevens Point, WI 54481

WISCONSIN RAPIDS CAMPUS
500 32nd Street North
Wisconsin Rapids, WI 54494

CAREER PATHWAY • BEGIN AT ANY POINT

HIGH SCHOOL STUDENT

COLLEGE TRANSFER

RETURNING ADULT

CREDIT FOR PRIOR LEARNING AND EXPERIENCE

CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at mstc.edu/cpl.

CERTIFICATE

ADOBE SUITE

Certificate • 6 Credits

For more information and additional opportunities, visit mstc.edu/career-accelerator.

TECHNICAL DIPLOMA

DIGITAL MARKETING PROMOTIONS

Technical Diploma • 18 Credits

Start Your Career

- Digital Marketing Coordinator
- Marketing Assistant
- Social Media Specialist

SALES SPECIALIST

Technical Diploma • 18 Credits

Start Your Career

- Customer Service Representative
- Field Sales Representative
- Sales Merchandise

ASSOCIATE IN APPLIED SCIENCE (AAS)

DIGITAL MARKETING

Associate in Applied Science (AAS) • 63-64 Credits

Start Your Career

- Account Representative
- Advertising and Promotions Manager
- Marketing Coordinator

BACHELOR'S DEGREE

BACHELOR'S DEGREE OPTIONS

Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Herzing University, Indiana Wesleyan University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, University of Phoenix, UW-Green Bay, UW-Oshkosh, UW-Stevens Point, UW-Stevens Point at Marshfield, UW-Stout, UW-Whitewater, Western Governors University, and Wisconsin Private-Nonprofit Universities/Colleges.

For more information and additional opportunities, visit mstc.edu/transfer.

PROGRAM OUTCOMES

Employers will expect you, as a Digital Marketing Promotions graduate, to be able to:

- Apply digital marketing principles.
- Create digital marketing content.
- Promote products and services.
- Create digital marketing content for product, services, images, and ideas.
- Integrate tools and technology for digital marketing initiatives.

TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure program outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Students who successfully complete Social Media Marketing, Adobe Visual Design, and Adobe Video Design will fulfill the TSA requirement.

STUDENT HANDBOOK

Visit mstc.edu/studenthandbook to view Mid-State's student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State's Student Code of Conduct, and technology.

GRADUATION REQUIREMENT

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. (Not counted in the total credit value for this program.) Some students are exempt from this requirement. Please see your program advisor for more information.

GPS for Student Success ☑

10890102 1 credit

Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

ADDITIONAL COURSES AS NEEDED

The following courses may be recommended or required if the student does not achieve minimum Accuplacer scores.

College Reading and Writing 1

10831104 3 credits

Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

Pre-Algebra

10834109 3 credits

Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

Prerequisite: Accuplacer Math score of 65, Accuplacer Algebra score of 30, ABE Math Prep V 76854785 and ABE Math Prep VI 76854786 with a grade of "S." (Note: ABE Math Prep V and VI courses cannot be used to satisfy program completion requirements at Mid-State.)

SAMPLE PART-TIME CURRICULUM OPTION

Term		9 credits
10104102	Marketing Principles ☑	3
10104108	Adobe Visual Design	3
10104180	Internet and Mobile Marketing	3
Term		9 credits
10104107	Social Media Marketing	3
10104109	Adobe Video Design	3
10104121	Fundamentals of Marketing Communications ☑	3
		Total credits 18

☑ This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at mstc.edu/cpl or contact your advisor for details.

Please Note:

- This program can be completed entirely online.
- Students complete a full-time course load over a 16-week term. This term may include a combination of classes taken in an 8-week session and classes taken over the full 16-week term.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to mstc.edu/schedule.

COURSE DESCRIPTIONS

Adobe Video Design

10104109.....3 credits

This course develops marketing communication skills in digital video production. Topics include collaboration, design, video production, and audio production using Adobe Premier. Learners will develop skills in storytelling, capturing and editing video and audio, and finalizing content for use in social media, web, and other marketing mediums. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

Adobe Visual Design

10104108.....3 credits

Provides a project-based, marketing-focused exploration of key Adobe graphic design products to include Photoshop, InDesign, and Illustrator. Students are instructed on document setup, creation techniques, and file formats for both digital and print media required for marketing communications. An introduction to the application of imagery, typography, and color management will also be included. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

Fundamentals of Marketing Communications ☑

10104121.....3 credits

This course prepares the learner to create and manage a wide range of internal and external organizational communications. Learners will be instructed on the interpersonal communication techniques required for success as a marketing professional. Topics will include preparing professionally written content, effectively using verbal and non-verbal communication in a business setting, developing a professional appearance and polish, presentation techniques for the creation and delivery of complex marketing materials, writing press releases, managing crises, and speaking with the media.

Internet and Mobile Marketing

10104180.....3 credits

Introduces the fundamentals and methodologies for developing effective, Internet-based, digital marketing strategies. Specific areas of focus include search engine marketing (SEM) and optimization (SEO), pay-per-click (PPC), website analytics, webpage and content optimization, and best practices for online advertising and email marketing. Additionally, mobile marketing topics such as developing a mobile strategy, planning a mobile web presence, and the effective use of mobile apps and tactics are explored. This course will prepare students to complete the Google AdWord Certification.

Marketing Principles ☑

10104102.....3 credits

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

Social Media Marketing

10104107.....3 credits

Addresses how social media has transformed marketing communications from traditional mass media to individualized marketing. Using a variety of social media tools and platforms, this class explores the different methodologies for social media marketing. Topics include creating social media, integrating social media as part of a marketing campaign, the concept of viral marketing, measuring social media success through analytics, and how organizations and individuals have successfully applied this form of marketing.