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Academic Year: 2020-2021

Digital Marketing Technical Diploma

Program Code 311045

Marketing is changing rapidly in a world where technological advances are made on a daily basis. Industry leaders are now looking for marketing professionals who can take their businesses to new levels utilizing emerging technology. As a graduate of Digital Marketing you will gain valuable insights into online marketing strategies, content development, analyzing metrics, and how all this fits into your integrated marketing plan. Social media, mobile devices, and a growing number of digital marketing avenues and trends will be researched to discover and implement a digital marketing campaign. Careers may include digital marketing coordinator, social media specialist, community manager, online content coordinator, ecommerce marketing specialist and digital marketing analyst. Credits from this technical diploma may be applied toward the Marketing-Digital Marketing Emphasis associate degree.

Locations

Offered at the Green Bay campus with some courses available online. For information: (920) 498-5444. Toll-free: (888) 385-6982.

This program is fully eligible for financial aid.

Follow Your Path

All credits from the following certificate(s) apply toward this technical diploma:

- . Digital Marketing, 9010410
- Some credits from this technical diploma apply toward the following associate degree(s):
- . Marketing, 101043



Requirements for Program Entry

- Completed application.
- High school transcript or equivalent. For a list of equivalents, go to www.nwtc.edu/gettingstarted.
- Ability to use computer keyboard.
- To be admitted to this program, learners must achieve a prior cumulative high school or college grade point average of 2.6 or higher OR a satisfactory academic skills assessment score. College grade point average must be based on 15 credits or more. To learn more about starting this program, please contact an academic advisor at (920) 498-5444 or (888) 385-6982.

Course Descriptions

10-890-101 COLLEGE 101 ...Students will utilize digital tools and resources to assess, explore, practice, apply, and evaluate both employability and learning skills. By establishing NWTC cultural values as hallmarks of success in academic, career, and personal settings the course encourages reflective, personalized development of a growth mindset and emphasizes the importance of

CURRICULUM

Students following the study plan below will complete the Digital Marketing technical diploma in the number of semesters shown.

FIRST SEMESTER

10-890-101 College 101	1
10-104-110 Marketing Principles	3
10-804-134 Mathematical Reasoning	3
10-104-107 Marketing Comm-Integrated	3
10-104-119 Social Media Marketing	3
SEMESTER TOTAL	13

SECOND SEMESTER

10-104-172 Digital Marketing	3
10-135-115 Online Search Strategies	3
10-104-175 Mobile Marketing	3
10-104-174 Marketing Analytics	3
10-135-181 Web Content Management	3
SEMESTER TOTAL	15

TOTAL CREDITS 28

Curriculum Note

. The credit for 10-890-101, College 101 is an Institutional Requirement for graduation. Consequently, it is not part of the program requirements, but must be passed with a C or better.

making wise choices. To maximize the return on investment, students should take this course in their first semester as it identifies key expectations (hidden rules) of higher learning and professional employment.

10-104-110 MARKETING PRINCIPLES ...marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.

10-804-134 MATHEMATICAL REASONING ...This course provides an alternative pathway to earning credit for a college level liberal arts mathematics course. All college students, regardless of their college major, need to be able to make reasonable decisions about fiscal, environmental, and health issues that require quantitative reasoning skills. An activity based approach is used to explore numerical relationships, graphs, proportional relationships, algebraic reasoning, and problem solving using linear, exponential and other mathematical models. Students will develop conceptual and procedural tools that support the use of key mathematical concepts in a variety of contexts. This course is not designed for Science, Technology, Engineering, or Math (STEM) students and/or others who require calculus. (Prerequisite: Accuplacer Arithmetic score greater/equal to 65 AND Reading score greater/equal to 50; OR ACT Math score greater/equal to 15 AND ACT Reading score greater/equal to 15; OR prep courses-contact an academic advisor 920-498-5444)

10-104-107 MARKETING COMMUNICATIONS-INTEGRATED ...creating, coordinating and integrating advertising, public relations and marketing activities for a specific customer or audience. A campaign will be developed and presented.

10-104-119 SOCIAL MEDIA MARKETING ...cover the current state of social media and provide perspective on trends moving forward. Learn about the opportunities social media provides, what interactions mean for a business, and how communication has changed. A strategic plan will be developed to understand the needs of a social media marketing campaign through research, discovery, and thoughtful content creation.

10-104-172 DIGITAL MARKETING ...an introduction into online marketing content management. From content creation and scheduling to current and trending digital tools, prepare for a world that is growing and changing every day. Create the foundation for a digital strategy that utilizes key concepts.

10-135-115 ONLINE SEARCH STRATEGIES ...understanding of how search engines relate to the success of a website or web-based business by investigating the primary search engines and the tactics that can be used to increase visibility within search engines.

10-104-175 MOBILE MARKETING ...the essential knowledge to embrace and strategize for a mobile first world. With the growth of mobile and consumption by consumers, it is important to understand human behavior. Learn expectations and communication to better strategize engagement opportunities. Discover marketing strategies for mobile devices.

10-104-174 MARKETING ANALYTICS ...will equip you with a theoretical understanding of the need for data-driven marketing decisions. It also provides the relevant tools in performing data collections and analysis in delivering Return on Investment (ROI).

10-135-181 WEB CONTENT MANAGEMENT ...build, execute, analyze and report upon web campaigns with the use of databases. Explore techniques and tools to monitor campaigns. Execute post-campaign measurements and ROI analysis.