



Printed: 10/18/2019

Academic Year: 2020-2021

Marketing Associate Degree

Program Code 101043

Marketing is exciting, dynamic and essential to the success of every business. In today's fast-paced organizations, marketing is everyone's responsibility. As a Marketing graduate, you have the tools and experiences you need to develop and execute marketing plans, participate in teams, utilize information technology, integrate social media strategies, create presentations, close sales, and develop leadership skills. Marketing roles are available in every type of organization -- manufacturer, wholesaler, retailer, service provider or non-profit. Some of the many career opportunities may include customer service representative, account manager, event marketing specialist, market researcher, social media coordinator, sales executive, and promotions coordinator.

Average Starting Salary
\$31,197.00
 FT Median Annual Wage

93% Graduate Employment
 With 71% Employed in Field

Job Openings:
160*

Locations

Offered at the Green Bay campus. Most first year program courses available throughout the District. For information in Green Bay: (920) 498-5444. For information in Marinette: (715) 735-9361. For information in Sturgeon Bay: (920) 746-4900. 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 associate degree:

- . Professional Sales, 9010412
- . Digital Marketing, 9110410

Some credits from the following certificate(s) apply toward this associate degree:

- . Customer Service, 901049
- . Promotions & Events Management, 901047
- . Social Media Design, 901115

Some credits from the following technical diploma(s) apply toward this degree:

- . Digital Marketing, 311045
- . Professional Sales, 311048



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.

CURRICULUM

Students following the study plan below will complete the Marketing associate degree in the number of semesters shown.

FIRST SEMESTER	
10-890-101 College 101	1
10-104-110 Marketing Principles	3
10-104-182 Personal Brand-Development	2
10-104-124 Marketing Presentations	1
10-104-101 Selling Principles	3
10-103-131 Micro: Excel-Intro	1
10-801-136 English Composition 1	3
SEMESTER TOTAL	14

SECOND SEMESTER	
10-804-134 Mathematical Reasoning	3
10-104-107 Marketing Comm-Integrated	3
10-104-176 Consumer Behavior	3
10-104-191 Customer Service	3
10-801-196 Oral/Interpersonal Comm	3
10-809-198 Intro to Psychology	3
SEMESTER TOTAL	18

MARKET DEVELOPMENT EMPHASIS THIRD SEMESTER	
10-104-119 Social Media Marketing	3
10-105-103 Career Preparation	1
10-101-106 Accounting-for Non-Accountants	3
10-809-166 Intro to Ethics: Theory & App	3
10-809-195 Economics	3
10-104-198 Market Research & Info Mgmt	3
SEMESTER TOTAL	16

MARKET DEVELOPMENT EMPHASIS FOURTH SEMESTER	
10-809-172 Intro to Diversity Studies	3
10-102-150 Business Law	3
10-104-199 Marketing Career Experience	2
10-104-125 Event Marketing	3
10-104-189 Sales Management	3
10-104-148 Global Marketing	3
10-104-183 Personal Brand-Portfolio	1
SEMESTER TOTAL	18

DIGITAL MARKETING EMPHASIS THIRD SEMESTER	
10-104-119 Social Media Marketing	3
10-105-103 Career Preparation	1
10-101-106 Accounting-for Non-Accountants	3
10-809-166 Intro to Ethics: Theory & App	3
10-809-195 Economics	3
10-104-198 Market Research & Info Mgmt	3
SEMESTER TOTAL	16

DIGITAL MARKETING EMPHASIS FOURTH SEMESTER	
10-809-172 Intro to Diversity Studies	3
10-104-125 Event Marketing	3
10-104-199 Marketing Career Experience	2
10-104-172 Digital Marketing	3
10-104-175 Mobile Marketing	3
10-104-174 Marketing Analytics	3
10-104-183 Personal Brand-Portfolio	1
SEMESTER TOTAL	18

- Students should have mastered basic math skills (whole numbers, fractions, decimals, percents, measurements).
- 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.
- When applying to this associate degree, students should submit the application directly to the emphasis area of their interest. The first two semesters for all areas of emphasis are identical. Students will have the opportunity to change their area of emphasis prior to the third semester, where emphasis-specific courses are introduced.

* Program-related job openings, full- and part-time, within our district, via EMSI. Many programs have additional job opportunities outside of district. Learn more at www.nwtc.edu/graduatesuccess

PROFESSIONAL SALES EMPHASIS THIRD SEMESTER		
10-104-119	Social Media Marketing	3
10-105-103	Career Preparation	1
10-101-106	Accounting-for Non-Accountants	3
10-809-166	Intro to Ethics: Theory & App	3
10-809-195	Economics	3
10-104-198	Market Research & Info Mgmt	3
SEMESTER TOTAL		16

PROFESSIONAL SALES EMPHASIS FOURTH SEMESTER		
10-809-172	Intro to Diversity Studies	3
10-104-152	Prof Sales: Overview & Prep	3
10-104-160	Prof Sales: Present Solutions	3
10-104-199	Marketing Career Experience	2
10-104-166	Prof Sales: Negotiate & Close	2
10-104-169	Prof Sales: Long Term Partner	1
10-104-189	Sales Management	3
10-104-183	Personal Brand-Portfolio	1
SEMESTER TOTAL		18

TOTAL CREDITS **66**

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.

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 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.

10-104-182 PERSONAL BRAND-DEVELOPMENT ...learn how personal branding allows you to differentiate yourself from the competition through appearance, personality, and marketing competency. (Corequisite: 10-890-101, College 101)

10-104-124 MARKETING PRESENTATIONS ...learn how to create and deliver presentations that meet established objectives; and utilize current technology to enhance communications.

10-104-101 SELLING PRINCIPLES ...selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.

10-103-131 MICRO: EXCEL-INTRODUCTION ...creating a worksheet, enhancing worksheet appearance, moving and copying data, using formulas and functions, creating charts and using clip art. Windows experience improves success; consider 10-103-111, Windows/Computer Basics.

10-801-136 ENGLISH COMPOSITION 1 ...learners develop knowledge/skills in planning, organizing, writing, editing. Students will also analyze audience/purpose, use elements of research, format documents using standard guidelines, and develop critical reading skills. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 75; OR ACT Rdg score greater/equal to 16 AND Eng greater/equal to 18; OR preparatory courses-contact academic advisor at 920-498-5444)

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.

10-104-176 CONSUMER BEHAVIOR ...examine consumer motivation and personality, information processing, lifestyles, group influences, post-purchase and post-purchase behavior in a market-based economy.

10-104-191 CUSTOMER SERVICE ...examine customer service culture, develop communication and listening skills, explore diversity in the workplace, develop skills for handling challenging customers, and explore the impact of technology on customer service and engagement.

10-801-196 ORAL/INTERPERSONAL COMMUNICATION ...the communication process, perception and self-concept, language, listening, nonverbal communication, interpersonal relationships, communication in groups and public communication; prepare and deliver an oral presentation. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills score greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English score greater/equal to 16; OR preparatory course-contact an academic advisor at 920-498-5444)

10-809-198 INTRODUCTION TO PSYCHOLOGY ...survey of theoretical foundations of human behavior such as sensation and perception, motivation, emotions, learning, personality, psychological disorders, therapy, stress, and human diversity in personal, social and vocational settings. (Prerequisite: Cumulative GPA of 2.6 or greater OR satisfactory reading and writing assessment scores OR 10-831-107, College Reading and Writing 1 with "B" or better OR Corequisite: 10-831-102, English Comp Prep)

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.

10-105-103 CAREER PREPARATION ...create professional resume and cover letter, prepare for interviews, understand interviewing techniques, participate in a mock interview. (Prerequisites: 10-105-101, Career Planning; 10-801-136, English Composition 1)

10-101-106 ACCOUNTING-FOR NON-ACCOUNTANTS ...teaching non-accountants to read, analyze, and interpret financial information for making informed business decisions. This class de-emphasizes the use of debits, credits, journal entries and other accounting procedures.

10-809-166 INTRO TO ETHICS: THEORY & APP ...basic understanding of theoretical foundations of ethical thought; analyze/compare relevant issues using diverse ethical perspectives; critically evaluate individual, social/professional standards of behavior--applying a systematic decision-making process. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-809-195 ECONOMICS ...scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment, and global economic issues. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-104-198 MARKET RESEARCH & INFO MGMT ...converting marketing related problems into research problems, utilize the market research process to include creating objectives, determining research methodology, gathering data, interpreting, reporting, and using findings to make recommendations. Quantifying, forecasting, and evaluating opportunities using a combination of primary and secondary data.

10-809-172 INTRO TO DIVERSITY STUDIES...basic American values of justice and equality by teaching vocabulary, history of immigration/conquest, transcultural communication, legal liability, multicultural majority/minority relations, ageism, sexism, gender, sexual orientation, the disabled/ADA. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-102-150 BUSINESS LAW ...common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.

10-104-199 MARKETING CAREER EXPERIENCE ...students can select any hands on experience related to: Internship, Field Research, Service Learning, Capstone, Industry Related or International Experience. Instructor approval required. (Prerequisite: 10-105-103, Career Preparation)

10-104-125 EVENT MARKETING...planning, promotion execution, and evaluation of special events (entertainment, industry, meeting/convention). Students will work toward the actual staging of an event (will require time outside of the classroom setting).

10-104-189 SALES MANAGEMENT ...sales-force organization, staffing, and operations; recruiting and processing applicants; training programs; motivating; compensation; forecasting and budgeting; territories and routing; quotas; evaluating performance; and decision-making through case study analysis.

10-104-148 GLOBAL MARKETING ...tools necessary for the student to understand the risks, rewards, and the technical aspects of doing business in a global environment.

10-104-183 PERSONAL BRAND-PORTFOLIO ASSESSMENT ...the organization, reporting, and assessment of your personal brand portfolio. The course will involve one-on-one meetings with a marketing instructor who will guide students through the process. (Prerequisite: 10-104-182, Personal Brand-Development)

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.

10-105-103 CAREER PREPARATION ...create professional resume and cover letter, prepare for interviews, understand interviewing techniques, participate in a mock interview. (Prerequisites: 10-105-101, Career Planning; 10-801-136, English Composition 1)

10-101-106 ACCOUNTING-FOR NON-ACCOUNTANTS ...teaching non-accountants to read, analyze, and interpret financial information for making informed business decisions. This class de-emphasizes the use of debits, credits, journal entries and other accounting procedures.

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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.

10-104-175 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).

10-104-183 PERSONAL BRAND-PORTFOLIO ASSESSMENT ...the organization, reporting, and assessment of your personal brand portfolio. The course will involve one-on-one meetings with a marketing instructor who will guide students through the process. (Prerequisite: 10-104-182, Personal Brand-Development)

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10-104-152 PROFESSIONAL SALES: OVERVIEW & PREP ...develop an understanding of the role consultative selling plays in a market based economy, and how to create a strong foundation to begin the selling process.

10-104-160 PROFESSIONAL SALES: PRESENTATION SOLUTIONS ...develop a system to accurately determine a customers needs, and how to create a dynamic and customized sales presentation that clearly articulates creative solutions for the customer.

10-104-199 MARKETING CAREER EXPERIENCE ...students can select any hands on experience related to: Internship, Field Research, Service Learning, Capstone, Industry Related or International Experience. Instructor approval required. (Prerequisite: 10-105-103, Career Preparation)

10-104-166 PROFESSIONAL SALES: NEGOTIATION & CLOSING TECHNIQUES ...identify then navigate through customer resistance, and to utilize effective closing strategies that ensure customer satisfaction and promote goodwill.

10-104-169 PROFESSIONAL SALES: BUILDING LONG-TERM PARTNERSHIPS ...utilize post-sale service efforts and communication skills to build long-lasting customer relationships.

10-104-189 SALES MANAGEMENT ...sales-force organization, staffing, and operations; recruiting and processing applicants; training programs; motivating; compensation; forecasting and budgeting; territories and routing; quotas; evaluating performance; and decision-making through case study analysis.

10-104-183 PERSONAL BRAND-PORTFOLIO ASSESSMENT ...the organization, reporting, and assessment of your personal brand portfolio. The course will involve one-on-one meetings with a marketing instructor who will guide students through the process. (Prerequisite: 10-104-182, Personal Brand-Development)