Marketing/Desktop Publishing Specialist
17-104-6 Technical Certificate

Overview
The Marketing/Desktop Publishing Specialist certificate is designed to prepare you for a career in support of marketing management and promotion management activities.

Student Profile
As a Marketing/Desktop Publishing Specialist certificate student, you should be able to:

• Work with people and ideas in a team setting
• Maintain a positive, outgoing attitude
• Possess good human relations skills
• Use sound judgement

Preparation for Admission
The following experiences will help you prepare for this certificate:

• Accounting
• Mathematics
• Basic computer skills
• Prior work experience

Outcomes
Employers will expect you, after completing this certificate, to be able to:

• Generate marketing information for effective decision making.
• Apply technology to marketing and marketing information systems.
• Develop long-term strategic marketing plans.
• Create a personal professional development plan.
• Formulate selling strategies.
• Develop a product and service mix.
• Design a promotional plan.

Career Outlook
After completing this certificate, you will be ready for your career as a:

• Promotion Assistant
• Desktop Publishing Assistant

Course Descriptions

10103115 Introduction to Internet
Credits: 1
Learners will gain knowledge about browser software and the World Wide Web. They will learn to connect to them as well as learn how to find information and download it. Learners will also learn to communicate with others through e-mail and newsgroups.

10104102 Marketing Principles
Credits: 3
This course focuses on the marketing process as it relates to the operation of a business enterprise. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization. Special attention is given to the role and significance of evaluating customer needs, pricing, distribution, and promotion of products and services.

10104104 Selling Principles
Credits: 3
An introductory course designed to acquaint the student with the principles of selling and applications to the marketing of goods and services. Special emphasis is given to developing the selling process. Included are customer relations, sales psychology, steps to successful presentation, closing techniques, and sales motivation.

10104125 Multi-Media Marketing
Credits: 3
Multi-Media Marketing provides an overview of advertising and public relations efforts in today's business environment. The course will explore what is done in advertising and the reasons why. Public relations activities and their effectiveness will be discussed using real-world examples. Additional topics of study include the social and economic aspects of promotion.

10106127 Desktop Publishing
Credits: 2
Preparation of professional-looking documents using desktop publishing software or word processing software with desktop publishing capabilities.

10104126 Sales Promotion/Imaging
Credits: 3
An overview of the field of sales/visual promotion designed to provide knowledge of the role sales promotion and visual merchandising play in marketing. Emphasis is placed on planning, execution, and evaluation of these promotional components. PREREQUISITE: 10104125 Multi-Media Marketing.

10104110 Technological Applications in Marketing
Credits: 3
This course is designed to expose the student to current and upcoming technologies impacting the field of marketing. PREREQUISITE: 10103129 Introduction to MS Office.

10104160 Marketing Management
Credits: 3
This course studies the established principles of management as they apply to the practice of marketing. Specifically, it considers the planning, organizing, directing, and controlling of the marketing function of a contemporary business. Applications of leadership principles, functions, and styles as they relate to marketing are also included. PREREQUISITE: Minimum of 12 credits of 104-level courses or equivalent business experience.

10104180 Marketing Field Study
Credits: 2
This course will allow the student to analyze what specific occupational field(s) they are best suited for. Included will be an in-depth self-analysis, simulated job application and interviews, a career research report, and several simulated occupational experiences. PREREQUISITE: Minimum of 12 credits of 104-level courses or equivalent business experience.

10104190 Retail Principles
Credits: 3
This introductory course studies the establishment and operation of the modern retail enterprise. Major topics considered include retail terminology, retail formats, segmentation and target markets, trading area analysis, store location, operations management, pricing, profitability, store image, and the future of retailing.

10104192 Merchandising Management
Credits: 3
This course covers the merchandising and management strategies within a retail organization. The following areas will be discussed: Six-month plans, sales, stock, open-to-buy, vendor relations and negotiations, pricing, markdowns, profitability, assortment and merchandise planning, and reading and analyzing retail computer reports. PREREQUISITE: 10804123 Math with Business Applications or 10804125 Business Math and 10804125A Business Math A and 10804125B Business Math B and 10804125C Business Math C.

10145101 Entrepreneurship
Credits: 3
This course is designed to develop the planning, organizing, financing, and management functions needed to start a small business. Included are research methods and identification of the resources to create, develop, and implement solutions to problems. Students will also develop appropriate strategies to initiate or maintain a small business.

Curriculum

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<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>10103115</td>
<td>Introduction to Internet</td>
<td>1</td>
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<tr>
<td>10104102</td>
<td>Marketing Principles</td>
<td>3</td>
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<td>10104104</td>
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<td>3</td>
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<td>Multi-Media Marketing</td>
<td>3</td>
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<tr>
<td>10106127</td>
<td>Desktop Publishing</td>
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Select six credits from the following courses:

10104126 Sales Promotion/Imaging
10104110 Technological Applications in Marketing
10104160 Marketing Management
10104180 Marketing Field Study
10104190 Retail Principles
10104192 Merchandise Management
10145101 Entrepreneurship

COURSE REQUIREMENTS 18

This course requires a prerequisite and/or corequisite, and must be completed with a grade of "C-" or better.

Outstanding General Education Requirements

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<tbody>
<tr>
<td>10104180</td>
<td>Marketing Field Study</td>
<td>2</td>
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Offered at:
New Richmond
Rice Lake
Superior

800.243.9482       witc.edu

173