

Campus:

Online



Program Overview

This Marketing program will prepare the student for a career in marketing management, selling, buying, merchandising, financing, customer relations, and entrepreneurship. This program is for the student that has creative ideas, an interest in working with people, and a desire to develop product or service promotions.

Admission Requirements

Students in this program must:

- Complete application form and submit with fee (fee waiver may apply if previously submitted)
- Complete Accuplacer entrance assessment to determine placement (waiver may apply with acceptable alternative test scores and/or postsecondary degree completion)
- Complete admissions interview with a WITC counselor (above requirements should be completed prior to interview)

Program-Specific Requirement

Students in this program must:

- Complete the SmarterMeasure Learning Readiness Indicator assessment for online learning at: <http://www.witc.edu/online/smartermeasure.htm>.

Student Profile

The following traits are essential for students who plan to enter this “people-oriented” field:

- Good verbal and written communication skills
- A positive, outgoing attitude
- Good human relations skills
- Good grooming
- Sound judgment
- Ability to accept responsibility for financial decisions

Preparation for Admission

Students should strive to reach a comfort level in the following courses or skills:

- Accounting
- Marketing
- English/Basic Grammar
- Keyboarding
- Basic computer skills

Key to the student’s success in the Marketing program is being able to work in a competitive environment while working as a team member.

Program Outcomes

Employers will expect Marketing graduates to be able to:

- Develop strategies to anticipate and satisfy market needs
- Promote products, services, images, and/or ideas to achieve a desired outcome
- Evaluate information through the market research process to make business decisions
- Prepare selling strategies

Collegewide outcomes and indicators will also be addressed to develop personal awareness, career effectiveness, and professionalism. See page 5 for a list of collegewide outcomes and indicators.

Career Outlook

Marketing graduates are trained to have high performance standards in order to compete for entry-level positions in the industry. Typical positions available after graduation include:

- Market Analyst
- Marketing Assistant
- Marketing Coordinator
- Marketing Director
- Marketing Manager
- Marketing/Sales Manager
- Marketing Services Coordinator
- Buyer
- Account Executive
- Sales Consultant
- Store Manager
- Inside Sales

Curriculum

Number	Course Title	Credits
Technical Studies Courses		
10101176	Financial Accounting 1A	2
10103106	MS PowerPoint	1
10103129	Introduction to MS Office	1
10103146	MS Word A	1
10103151	MS Excel A	1
10104102	Marketing Principles	3
10104104	Selling Principles	3
10104110	Technological Applications in Marketing ▲	3
10104125	Multi-Media Marketing ▲	3
10104126	Sales Promotion/Imaging ▲	3
10104160	Marketing Management ▲	3
10104175	Marketing Research ▲	3
10104180	Business and Marketing Field Study ▲	2
10104190	Retail Principles	3
10104198	Managing Human Resources or	3
10196193	Human Resource Management	
10105125	Business Law	3
10145101	Entrepreneurship	3
10196108	Customer Service	1
		42
General Studies Courses ▽		
10801195	Written Communication ▲	3
10801197	Technical Reporting ▲	3
10801198	Speech or	3
10801196	Oral/Interpersonal Communication	
10804123	Math with Business Applications ▲	3
10809195	Economics	3
10809196	Introduction to Sociology	3
10809198	Introduction to Psychology	3
		21
	ELECTIVES	6
	PROGRAM REQUIREMENTS	69

▲ Requires a prerequisite and/or corequisite that must be completed with a grade point of 2.0 or better.

▽ See page 40 for General Studies course descriptions.

Course Descriptions

(See page 40 for General Studies course descriptions)

10101176

Financial Accounting 1A - Credits: 2

This is a basic accounting course for non-accounting program students. The scope of study focuses on an introduction to business and accounting, analyzing and recording accounting transactions, performing the adjusting process, and completing the accounting cycle. Understanding is based both on theory and application.

10103106

MS PowerPoint - Credits: 1

A complete presentation graphics course that allows you to produce professional-looking presentations. It gives you the flexibility to make informal presentations using overhead transparencies, electronic presentations, formal presentations using 35mm slides, or virtual presentations. Additionally, you can create paper printouts, outlines, speaker notes, and audience handouts.

10103129

Introduction to MS Office - Credits: 1

Learners will create, edit, view, and print basic documents using word processing, spreadsheets, database, and presentation software.

10103146

MS Word A - Credits: 1

Students will learn word processing using MS Word. Credit A activities will include creating, editing, saving, formatting, printing, and other basic MS Word features.

10103151

MS Excel A - Credits: 1

Students will learn to use MS Excel. Credit A activities will include creating, editing, saving, formatting, printing, performing calculations, and enhancing worksheets through charts.

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

This introductory course is 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.

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.

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. PREREQUISITE: 10104102 Marketing Principles.

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.

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.

10104175

Marketing Research - Credits: 3

This course presents marketing information management as a means of solving marketing problems and making better marketing decisions. It focuses on the systematic gathering, analysis, and distribution of information to achieve that goal. Topics include problem definitions, planning studies, use of secondary data, questionnaire design and development, instrument administration, and data collection and interpretation. The use of current technology to gather and manage marketing information is emphasized throughout the course. Students will conduct an actual research study. PREREQUISITE: 10104102 Marketing Principles.

10104180

Business and 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 work-based experience(s). PREREQUISITE: Minimum of 40 credits of program coursework must be completed prior to enrolling in this course

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.

10104198

Managing Human Resources - Credits: 3

Introduces the functions of Human Resource Management in the legal and social context of today's dynamic business environment. Topics include human resource development, employee selection, performance, appraisal, compensation, training, labor relations, affirmative action, and career management.

10196193

Human Resource Management - Credits: 3

In Human Resource Management, the learner applies the skills and tools necessary to effectively value and apply employees' abilities and needs to organization goals. Each learner will demonstrate the application of the supervisor's role in contemporary human resources management, impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies and procedures, training, performance management, employee counseling and development, and effective use of compensation and benefit strategies. It is recommended that the learner have experience using a PC/MAC, using the MS Windows operating systems and software suite, browsing Web pages, downloading files, using e-mail, and exchanging files prior to enrolling in this course.

10105125

Business Law - Credits: 3

Business Law provides the student with a working knowledge of the legal system, business ethics, and essentials of contracts. Students gain knowledge in logical and analytical thinking, and are encouraged to challenge legal issues and defend their point of view.

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.

10196108

Customer Service - Credits: 1

This course examines customer service as it relates to organizational quality. It addresses service models for internal and external customers, systems and strategies applied to customer service, and tools and techniques for gathering customer feedback and handling complaints.

Graduate Employment Information

(WITC Graduate Survey Responses 2009-2010; for most recent data, go to witic.edu)*

Number of graduates	10	Number employed	7	% employed in WITC district	67%
Number of responses	8	Percent employed	100%	Range of yearly salary	~*
Number available for employment	7	Employed in related field	3	Average yearly salary	\$28,674*

*Average yearly salary based on composite of graduates from Wisconsin's 16 technical college districts (including WITC graduates). Range of yearly salary not available.