

## Program Overview

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

Offered at:



**Ashland**  
**New Richmond**  
**Rice Lake**  
**Superior**

## Student Profile

The following traits are essential if you 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
- Must be able to accept responsibility for financial decisions

## Preparation for Admission

The following experiences will help you prepare for this program:

- Accounting
- Marketing
- English/Basic Grammar
- Keyboarding
- Basic Computer Skills

Key to your 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 our Marketing graduates to be able to:

- Recommend a pricing plan.
- Evaluate alternative distribution strategies.
- Develop a product and service mix.
- Generate marketing information for effective decision making.
- Apply leadership skills for continuous improvement.
- Assess emerging global trade activities impacting business and marketing.
- Create a personal professional development plan.
- Manage marketing resources to contribute to the financial profitability of the organization.
- Develop long-term strategic marketing plans.
- Formulate selling strategies.
- Design a promotional plan.

## 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 to you 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
<b>Technical Studies Courses</b>		
10101115	Accounting Principles	3
10103124A	MS Excel A	1
10103129	Introduction to MS Office	1
10104102	Marketing Principles	3
10104104	Selling Principles	3
10101110	Technological Applications in Marketing ▲	3
10104125	Multi-Media Marketing	3
10104126	Sales Promotion/Imaging ▲	3
10104160	Marketing Management ▲	3
10104175	Marketing Research ▲	3
10104180	Marketing Field Study ▲	2
10104190	Retail Principles	3
10104198	Managing Human Resources	3
10105125	Business Law	3
10145101	Entrepreneurship	3
10196108	Customer Service	<u>1</u>
		41
<b>General Studies Courses</b>		
10801195	Written Communication ♦	3
10801197	Technical Reporting ▲	3
10801198	Speech	3
10804123	Math with Business Applications	3
10809144	Macroeconomics	3
10809196	Introduction to Sociology	3
10809198	Introduction to Psychology	<u>3</u>
		21
	ELECTIVES	6
	PROGRAM REQUIREMENTS	<b>68</b>

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

♦ Appropriate placement score or Introduction to College Writing course required.

# Course Descriptions

## 10101115

### Accounting Principles - Credits: 3

Basic accounting course for non-accounting majors. General accounting procedures through double entry system. Basic applications.

## 10103124A

### 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.

## 10103129

### Introduction to MS Office - Credits: 1

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

## 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.

## 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.

## 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

### 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.

## 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.

## 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 2005-2006)

Number of graduates	23	Number employed	17	% employed in WITC district	33%
Number of responses	23	Percent employed	85%	Range of yearly salary	\$18,000-\$54,000
Number available for employment	20	Employed in related field	8	Average yearly salary	\$31,590

*career vision*