



PROGRAM OUTCOMES

Employers will expect you, as a Marketing graduate, to be able to:

- Generate and analyze the marketing mix for effective decision making in the global marketplace
- Manage resources, budgets and risks in an ethical manner to contribute to profitability of the organization
- Apply technology to the marketing mix including effective e-commerce strategies
- Develop strategic marketing plans
- Design, implement and measure a promotional plan
- Formulate and execute selling strategies
- Evaluate and create media strategies to communicate with the end consumer
- Apply fundamental business skills to solve business problems

Program Code 10-104-3

Expected Program Costs: \$10,900

Median Annual Salary: \$28,000

OVERVIEW

The dynamic field of marketing is expanding and becoming increasingly critical in today's business world. Labor market information indicates that the demand for marketing specialists will grow at an even faster rate than in the past. Small business owners must be skilled at marketing as well if they are to compete in the marketplace.

This broad-based marketing program integrates basic skills, marketing content and human contact using "real-world" marketing activities to prepare you for this exciting field.

The Marketing program is offered at the Stevens Point and Wisconsin Rapids campuses. The first year of the program is available at the Marshfield campuses.

CAREER OPTIONS

Assistant Purchasing Agent
Customer Service Representative
Marketing Research
Merchandise Manager
Product Manager
Public Relations
Receiving Manager
Retail Manager Trainee
Sales and Marketing Assistant
Sales/Manufacturing Representative
Telemarketing Specialist
Wholesaling Specialist

POTENTIAL FOR ADVANCEMENT

Advertising Accounts Manager
Department Store Manager
Distribution Warehouse Manager
Financial Services Manager
Franchise Manager
Group Sales Manager
Retail Store Manager
Sales Supervisor
Securities Broker
Small Business Proprietor
Stockroom Supervisor
Wholesaler

Potential advancement generally requires further education.

ADMISSIONS PROCEDURES

To apply to the Marketing program, please submit the following documents to the MSTC Admissions Office:

1. Complete an MSTC application form and return it with the \$30 non-refundable application fee.
2. Complete the Accuplacer or ACT test. Minimum scores required:
 - Reading-Accuplacer score of 55
 - Sentence Skills-Accuplacer score of 60
 - Math-Accuplacer score of 34
 - ACT equivalents for above scores are acceptable.

If a student does not meet the required test scores, they may retest or complete an identified structured course(s) in the Academic Support Center.

- Written Communication, courses in mathematics and some science courses have placement requirements. Please refer to the course description section in the back of the catalog, listed under General Education, for course specific information.
3. Submit an official copy of all academic transcripts, including high school, college or university and HSED/GED.

**Mid-State Technical College
Admissions
500 32nd Street North
Wisconsin Rapids, WI 54494**

PROGRAM COURSE DESCRIPTION

**10101111 // 4 credits
Accounting I**

A beginning course designed especially for majors or those who need a strong foundation in accounting principles. Develops the accounting cycle of journalizing, posting, adjusting, closing and reporting. It emphasizes service and merchandising sole proprietorships in developing the accounting cycle. Explores issues for accounting for cash, accounts and notes receivable, inventories, fixed assets and liabilities.

**10102101 // 3 credits
Intro to Business**

An introduction to what a business is, how it operates, and how it is managed. Students will identify forms of ownership and the processes used in production and marketing, finance, personnel and management in business operations.

**10102103 // 3 credits
Business Law & Ethics**

This course will introduce the student to basic ethical theories and value systems; students will apply these perspectives to moral issues, problems, situations which arise within the business environment. Emphasis will be placed on how the applicable laws are being interpreted.

**10102180 // 3 credits
International Business**

This course will introduce topics concerning international business while illustrating its scope and importance. Topics will include the impact of geography, trade protectionism, culture, legal structure, politics, and currency on business dealings. Students will also research a particular country in depth.

10103106 // 3 credits

Microsoft Office-Introduction

Develops introductory skills in the Microsoft Office Suite (Word, Excel, Access, PowerPoint, and Outlook) while reinforcing the students' knowledge of computer concepts, Windows Explorer and Internet usage through demonstrations and lab exercises. Students should possess basic keyboarding, mouse and Windows XP skills. Students may develop these skills in Academic Support Center computer training prior to enrolling or while concurrently enrolled in the Microsoft Office-Introduction course.

10103192 // 3 credits

Web Principles: HTML/Expression Web

This course provides an introduction to web page development, with a strong focus on hypertext markup language (HTML) and Microsoft Expression Web. The course also addresses design and deployment issues as they relate to web page development, including graphics, fonts, layout, accessibility, and usage. *Corequisite: Windows Operating Systems 10103102 or Microsoft Office-Introduction 10103106*

10104102 // 4 credits

Marketing Principles

Students study the practices and methods of manufacturers and distributors in the marketing of goods and services. Product planning, pricing strategies, distribution systems, channel activities, and the role of government, as well as other factors influencing marketing today are emphasized.

10104105 // 3 credits

Selling Principles

Helps students develop the kind of sales techniques that encourage customers to believe in the integrity of the salesperson and the product. Subjects include handling customers' tangible and intangible needs, attitude conversion, sales strategies for a variety of conditions, and the changing form of selling techniques. Focuses on the need for a sales personality and the importance of psychology and creativity in selling.

CURRICULUM

Term		(16 credits)
10102101	Intro to Business	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	4
10104120	Media Strategies	3
10801195	Written Communication	3

Term		(18 credits)
10102103	Business Law & Ethics -or-	
10105160	Business Law	3
10103192	Web Principles: HTML/ Expression Web	3
10104105	Selling Principles	3
10801196	Oral/Interpersonal Communication -or-	
10801198	Speech	3
10804107	College Mathematics	3
10809122	Intro to American Government -or-	
10809172	Race, Ethnic & Diversity Studies -or-	
10809196	Intro to Sociology	3

Term		(17 credits)
10101111	Accounting I	4
10102180	International Business	3
10104125	Promotion Principles	4
10104174	Marketing Research	3
10809144	Macroeconomics	3

Term		(15 credits)
10104160	Marketing Decision-Making	4
10104180	E-Commerce Principles	3
10809143	Microeconomics	3
10809198	Intro to Psychology Elective	3 2

Total Credits 66

Please Note:

- The Marketing program has August and January start dates. We advise you to meet with an academic advisor or counselor to successfully plan your academic schedule.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Degree completion time may vary based on student scheduling and course availability.
- For General Education course descriptions (800 level), see section marked under Course Descriptions.

10104120 // 3 credits

Media Strategies

This course prepares the student to compare, evaluate, and select different advertising mediums. It will include analyzing media purchasing strategies and the design and development of effective advertising for each medium. Additional topics include the evaluation of survey information and pricing methodology for each medium.

Corequisite: Marketing Principles

10104102

10104125 // 4 credits

Promotion Principles

This course focuses on non-personal communication about product services, image or ideas to influence customer behavior. Topics include advertising, sales and visual promotion, public relations and managing the promotion function.

10104160 // 4 credits

Marketing Decision-Making

Examines the marketing function from the manager's perspective. Topics include management functions, decision making in regard to the customer, product planning, pricing strategies, evaluation of distribution channels, and promotional tactics.

Prerequisite: 12 Marketing credits

10104174 // 3 credits

Marketing Research

Primarily for students with previous business courses or work experience. Introduces techniques of research and research reporting. The study of market behavior is pursued as students undertake several well-ordered research projects in their career fields.

Prerequisite: Marketing Principles

10104102

10104180 // 3 credits

E-Commerce Principles

This course provides an overview of electronic commerce. Business models underlying these electronic commerce applications are studied from both operational and strategic perspectives. A review is made of world-wide web technology trends including electronic payments and related issues of authentication, security, privacy, intellectual property right, and tax implications.

10105160 // 3 credits

Business Law

Examines the classifications of law, elements of legal contracts, and business applications. Negotiable instruments, sales and bailment contracts, principal-agent relations, and real estate law are also explained. Ethical practices are emphasized rather than narrow, legal definitions.