



DIGITAL MARKETING

Associate in Applied Science (AAS) Program Code: 10-104-8 Total Credits: 63-64

Mid-State's Digital Marketing program builds the skills, experience, and connections critical to business success. Our graduates can confidently create inventive promotional campaigns, develop and implement graphic and video content, construct a dynamic social media presence, create an Internet marketing strategy, and analyze data essential for making effective business decisions. In this program you'll develop and polish your presentation skills to enable you to work in a multitude of industries. And you'll learn all of this from industry experts while using emerging technology and hands-on tools. Courses are transferable to bachelor's degree programs through a variety of transfer agreements.

Estimated tuition and fees: mstc.edu/programcosts

ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit mstc.edu/advising.

CHECKLIST:

This section will be completed when meeting with your academic advisor.

- ☐ FAFSA (www.fafsa.gov)
- ☐ Financial Aid Form(s)
Form(s): _____
- ☐ Follow-Up Appointment:
Where: _____
When: _____
With: _____
- ☐ Official Transcripts
Mid-State Technical College
Student Services Assistant
1001 Centerpoint Drive
Stevens Point, WI 54481
- ☐ Other: _____



mstc.edu • 888.575.6782 • TTY: 711



ADAMS CAMPUS
401 North Main
Adams, WI 53910

MARSHFIELD CAMPUS
2600 West 5th Street
Marshfield, WI 54449

STEVENS POINT CAMPUS
1001 Centerpoint Drive
Stevens Point, WI 54481

WISCONSIN RAPIDS CAMPUS
500 32nd Street North
Wisconsin Rapids, WI 54494

CAREER PATHWAY • BEGIN AT ANY POINT



CREDIT FOR PRIOR LEARNING AND EXPERIENCE

CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at mstc.edu/cpl.

CERTIFICATE

ADOBE SUITE

Certificate • 6 Credits

For more information and additional opportunities, visit mstc.edu/career-accelerator.

TECHNICAL DIPLOMA

DIGITAL MARKETING PROMOTIONS

Technical Diploma • 18 Credits

Start Your Career

- Digital Marketing Coordinator
- Marketing Assistant
- Social Media Specialist

SALES SPECIALIST

Technical Diploma • 18 Credits

Start Your Career

- Customer Service Representative
- Field Sales Representative
- Sales Merchandise

ASSOCIATE IN APPLIED SCIENCE (AAS)

DIGITAL MARKETING

Associate in Applied Science (AAS) • 63-64 Credits

Start Your Career

- Account Representative
- Advertising and Promotions Manager
- Marketing Coordinator

BACHELOR'S DEGREE

BACHELOR'S DEGREE OPTIONS

Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Herzing University, Indiana Wesleyan University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, University of Phoenix, UW-Green Bay, UW-Oshkosh, UW-Stevens Point, UW-Stevens Point at Marshfield, UW-Stout, UW-Whitewater, Western Governors University, and Wisconsin Private-Nonprofit Universities/Colleges.

For more information and additional opportunities, visit mstc.edu/transfer.

PROGRAM OUTCOMES

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

- Develop digital marketing strategies to anticipate and satisfy market needs.
- Create digital marketing content for products, services, images, and ideas.
- Integrate tools and technology for digital marketing initiatives.
- Analyze the effectiveness of marketing outcomes.
- 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.

TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure program outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Marketing program outcomes are measured in the TSA-designated course Marketing Management.

PROGRAM PROGRESSION

In order to maintain a passing status and progress in the program, students must:

- Receive a grade of “C” or better in Marketing Management.

STUDENT HANDBOOK

Visit mstc.edu/studenthandbook to view Mid-State’s student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State’s Student Code of Conduct, and technology.

GRADUATION REQUIREMENT

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. (Not counted in the total credit value for this program.) Some students are exempt from this requirement. Please see your program advisor for more information.

GPS for Student Success

10890102 1 credit

Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

ADDITIONAL COURSES AS NEEDED

The following courses may be recommended or required if the student does not achieve minimum Accuplacer scores.

College Reading and Writing 1

10831104 3 credits

Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

Pre-Algebra

10834109 3 credits

Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

Prerequisite: Accuplacer Math score of 65, Accuplacer Algebra score of 30, ABE Math Prep V 76854785 and ABE Math Prep VI 76854786 with a grade of “S.” (Note: ABE Math Prep V and VI courses cannot be used to satisfy program completion requirements at Mid-State.)

SAMPLE FULL-TIME CURRICULUM OPTION

Term		15 credits
10102101	Intro to Business	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	3
10104108	Adobe Visual Design	3
10801136	English Composition 1	3

Term		16-17 credits
10103124	Excel-Intermediate	1
10104105	Professional Selling	3
10104107	Social Media Marketing	3
10104109	Adobe Video Design	3
10104121	Fundamentals of Marketing Communications	3
10804107	College Mathematics	3
	-or-	
10804118	Intermediate Algebra with Applications	4
	-or-	
10804189	Introductory Statistics	3

Term		16 credits
10101140	Accounting 1 -or-	
10102121	Finance and Budgeting	3
10104125	Promotion Management	4
10104174	Marketing Research	3
10104180	Internet and Mobile Marketing	3
10801196	Oral/Interpersonal Communication -or-	
10801198	Speech	3

Term		16 credits
10152187	Web Site Development for Business	3
10104160	Marketing Management	4
10809122	Intro to American Government -or-	
10809172	Introduction to Diversity Studies -or-	
10809196	Intro to Sociology	3
10809188	Developmental Psychology -or-	
10809198	Intro to Psychology	3
10809195	Economics	3

Total credits 63-64

This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at mstc.edu/cpl or contact your advisor for details.

Please Note:

- This program can be completed entirely online.
- Students complete a full-time course load over a 16-week format. This term may include a combination of classes taken in an 8-week session and classes taken over the full 16-week term.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to mstc.edu/schedule.

SAMPLE PART-TIME CURRICULUM OPTION

Term		6 credits
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	3

Term		9-10 credits
10102101	Intro to Business	3
10104105	Professional Selling	3
10804107	College Mathematics	3
	-or-	
10804118	Intermediate Algebra with Applications	4
	-or-	
10804189	Introductory Statistics	3

Term		7 credits
10103124	Excel-Intermediate	1
10104108	Adobe Visual Design	3
10801136	English Composition 1	3

Term		9 credits
10104107	Social Media Marketing	3
10104109	Adobe Video Design	3
10104121	Fundamentals of Marketing Communications	3

Term		7 credits
10104125	Promotion Management	4
10801196	Oral/Interpersonal Communication -or-	
10801198	Speech	3

Term		9 credits
10101140	Accounting 1 -or-	
10102121	Finance and Budgeting	3
10152187	Web Site Development for Business	3
10809188	Developmental Psychology -or-	
10809198	Intro to Psychology	3

Term		9 credits
10104174	Marketing Research	3
10104180	Internet and Mobile Marketing	3
10809122	Intro to American Government -or-	
10809172	Introduction to Diversity Studies -or-	
10809196	Intro to Sociology	3

Term		7 credits
10104160	Marketing Management	4
10809195	Economics	3

Total credits 63-64

COURSE DESCRIPTIONS

Accounting 1

10101140.....3 credits

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

Adobe Video Design

10104109.....3 credits

This course develops marketing communication skills in digital video production. Topics include collaboration, design, video production, and audio production using Adobe Premier. Learners will develop skills in storytelling, capturing and editing video and audio, and finalizing content for use in social media, web, and other marketing mediums. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

Adobe Visual Design

10104108.....3 credits

Provides a project-based, marketing-focused exploration of key Adobe graphic design products to include Photoshop, InDesign, and Illustrator. Students are instructed on document setup, creation techniques, and file formats for both digital and print media required for marketing communications. An introduction to the application of imagery, typography, and color management will also be included. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

College Mathematics

10804107.....3 credits

Designed to review and develop fundamental concepts of mathematics pertinent to the areas of: 1) arithmetic and algebra; 2) geometry and trigonometry; and 3) probability and statistics. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators. Topics include performing arithmetic operations and simplifying algebraic expressions, solving linear equations and inequalities in one variable, solving proportions and incorporating percent applications, manipulating formulas, solving and graphing systems of linear equations and inequalities in two variables, finding areas and volumes of geometric figures, applying similar and congruent triangles, converting measurements within and between US and metric systems, applying Pythagorean Theorem, solving right and oblique triangles, calculating probabilities, organizing data and interpreting charts, calculating central and spread measures, and summarizing and analyzing data.

Prerequisite: High School GPA of 3.0 or Accuplacer Arithmetic of 250 and QAS 234 or ACT of 17 or Pre-Algebra 834109 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Developmental Psychology

10809188.....3 credits

Studies human development throughout the lifespan and explores developmental theory and research with an emphasis on the interactive nature of the biological, cognitive, and psychosocial changes that affect the individual from conception to death. Application activities and critical thinking skills enable students to gain an increased knowledge and understanding of themselves and others.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Economics

10809195.....3 credits

Provides an overview of how a market-oriented economic system operates and surveys the factors that influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

English Composition 1

10801136.....3 credits

Designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing, and revising are applied through a variety of activities. Students analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals develop critical reading skills through analysis of various written documents.

Prerequisite: High School GPA of 3.0 or Accuplacer Writing of 262 or ACT of 20 or College Reading and Writing 110831104 with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements. Proficiency in word processing skills recommended.

Excel-Intermediate

10103124.....1 credit

Students learn to summarize and analyze large data sets. Some of Excel's data tools and what-if tools are applied.

Prerequisite: Microsoft Office-Introduction 10103106 or Excel-Beginning 10103123

Finance and Budgeting

10102121.....3 credits

For the nonfinancial manager, this course introduces the language of accounting, finance, and budgeting. Provides an overview of the use and analysis of financial statements. Business planning and the foundations and development of budgets are explored. Business financing basics and the securing of necessary financing for a business are covered. Practical application of financial statement creation and analysis, budgetary activities, and finance calculations are included.

COURSE DESCRIPTIONS

Fundamentals of Marketing Communications ☑ **10104121.....3 credits**

This course prepares the learner to create and manage a wide range of internal and external organizational communications. Learners will be instructed on the interpersonal communication techniques required for success as a marketing professional. Topics will include preparing professionally written content, effectively using verbal and non-verbal communication in a business setting, developing a professional appearance and polish, presentation techniques for the creation and delivery of complex marketing materials, writing press releases, managing crises, and speaking with the media.

Intermediate Algebra with Applications ☑ **10804118..... 4 credits**

This course offers algebra content with applications. Topics include properties of real numbers; order of operations; algebraic solution for linear equations and inequalities; operations with polynomial and rational expressions; operations with rational exponents and radicals; and algebra of inverse, logarithmic, and exponential functions.
Prerequisite: High School GPA of 3.0 or Accuplacer Arithmetic of 263 and QAS 234 or ACT of 19 or QAS of 245, or Pre-Algebra 10834109 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Internet and Mobile Marketing **10104180.....3 credits**

Introduces the fundamentals and methodologies for developing effective, Internet-based, digital marketing strategies. Specific areas of focus include search engine marketing (SEM) and optimization (SEO), pay-per-click (PPC), website analytics, webpage and content optimization, and best practices for online advertising and email marketing. Additionally, mobile marketing topics such as developing a mobile strategy, planning a mobile web presence, and the effective use of mobile apps and tactics are explored. This course will prepare students to complete the Google AdWord Certification.

Intro to American Government ☑ **10809122.....3 credits**

Introduces American political processes and institutions. Focuses on rights and responsibilities of citizens and the process of participatory democracy. Learners examine the complexity of the separation of powers and checks and balances. Explores the role of the media, interest groups, political parties, and public opinion in the political process. Also explores the role of state and national government in our federal system.
Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Intro to Business ☑ **10102101.....3 credits**

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

Intro to Psychology ☑ **10809198.....3 credits**

This science of psychology course is a survey of multiple aspects of behavior and mental processes. It provides an overview of topics such as research methods, theoretical perspectives, learning, cognition, memory, motivation, emotions, personality, abnormal psychology, physiological factors, social influences, and development.
Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Intro to Sociology ☑ **10809196.....3 credits**

Introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, and the five institutions of family, politics, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, and social organization.
Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Introduction to Diversity Studies ☑ **10809172.....3 credits**

Introduces learners to the study of diversity from a local to a global environment using a holistic, interdisciplinary approach. Encourages self-exploration and prepares the learner to work in a diverse environment. In addition to an analysis of majority/minority relations in a multicultural context, the primary topics of race, ethnicity, age, gender, class, sexual orientation, disability, and religion are explored.
Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Introductory Statistics ☑ **10804189.....3 credits**

Students taking Introductory Statistics display data with graphs, describe distributions with numbers, perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Algebra knowledge and foundational skills in mathematics are important for success in this course.
Prerequisite: High School GPA of 3.0 or Accuplacer QAS 241 or ACT of 19 or Pre-Algebra 834109 with a grade of "C" or better or College Math 804107 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

COURSE DESCRIPTIONS

Marketing Management

10104160 4 credits

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.

Prerequisites: Marketing Principles 10104102, Adobe Visual Design 10104108, Adobe Video Design 10104109, Professional Selling 10104105, Social Media Marketing 10104107, Fundamentals of Marketing Communications 10104121

Marketing Principles

10104102 3 credits

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

Marketing Research

10104174 3 credits

Introduces techniques of research and research reporting. The study of market behavior is pursued as students undertake a marketing focused research project.

Prerequisite: Marketing Principles 10104102

Microsoft Office-Introduction

10103106 3 credits

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 web usage. This course prepares students for the Associate level MOS Certification exams for Word, Excel, PowerPoint, and Outlook. Students should possess basic keyboarding, mouse, and Windows 10 skills. Students may develop these skills in the LiNK while concurrently enrolled in this course.

Oral/Interpersonal Communication

10801196 3 credits

Focuses on developing effective listening techniques and verbal and nonverbal communication skills through oral presentation, group activity, and other projects. The study of self, conflict, and cultural contexts will be explored, as well as their impact on communication.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237, or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Professional Selling

10104105 3 credits

This course will prepare the student to formulate and facilitate sales presentations using fundamental principles, concepts, and theories of business and consumer selling. An emphasis is given to developing the selling process which includes prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up. Additionally, sales careers and the benefits of personal selling will be explored.

Promotion Management

10104125 4 credits

Focuses on the theory and practice of integrated marketing communications in order to develop content strategies and marketing campaigns. The fundamentals of multi-channel promotions as related to target audiences and the marketing mix are studied. The characteristics of major media alternatives including radio, television, newspapers, magazines, outdoor, direct response, and digital media are also explored. Finally, target market research, campaign planning, and creative approaches to messaging are practiced within a project-based learning environment.

Prerequisite: Marketing Principles 10104102

Social Media Marketing

10104107 3 credits

Addresses how social media has transformed marketing communications from traditional mass media to individualized marketing. Using a variety of social media tools and platforms, this class explores the different methodologies for social media marketing. Topics include creating social media, integrating social media as part of a marketing campaign, the concept of viral marketing, measuring social media success through analytics, and how organizations and individuals have successfully applied this form of marketing.

Speech

10801198 3 credits

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Bring transcripts for further evaluation if they do not meet these requirements.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading of 253, Writing of 262, or ACT of 21 Reading/19 Writing, or completion of College Reading and Writing 110831104 with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Web Site Development for Business

10152187 3 credits

This course introduces the student to basic web design using Hypertext Markup language (HTML) as well as web development software tools. Learners will create a personal web site using HTML tags and cascading style sheets. Using web development software, students will create a commercial web site using design elements and techniques for customer relationship building. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows. This course will prepare students to complete the Google Analytics - Beginner Certification.