



# 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](http://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](http://mstc.edu/advising).

### NEW STUDENT CHECKLIST

Complete the following steps to prepare for your New Student Advising appointment with your academic advisor:

- ☐ Submit a Mid-State application at [mstc.edu/apply](http://mstc.edu/apply).
- ☐ Send official transcripts to:  
Mid-State Technical College  
Student Services  
1001 Centerpoint Drive  
Stevens Point, WI 54481
- ☐ Complete the Free Application for Federal Student Aid (FAFSA) at [fafsa.gov](http://fafsa.gov). Mid-State's Financial Aid team is available to assist with your FAFSA application and to answer your financial aid questions. Contact Financial Aid or schedule an appointment at [mstc.edu/financial-aid](http://mstc.edu/financial-aid).
- ☐ Set up student MyCampus account at [mstc.edu/mycampus-assistance](http://mstc.edu/mycampus-assistance).
- ☐ Schedule a New Student Advising appointment at [mstc.edu/advising](http://mstc.edu/advising).



[mstc.edu](http://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  
DOWNTOWN 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

HIGH  
SCHOOL  
STUDENT

COLLEGE  
TRANSFER

RETURNING  
ADULT

## 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](https://mstc.edu/cpl).

## CERTIFICATE

### ADOBE SUITE

Certificate • 6 Credits

### FOUNDATIONS OF BUSINESS ADMINISTRATION

Certificate • 9 Credits

### COMPETITIVE SALES

Certificate • 9 Credits

### SOCIAL & MOBILE MARKETING

Certificate • 6 Credits

For more information and additional opportunities, visit [mstc.edu/career-accelerator](https://mstc.edu/career-accelerator).

## TECHNICAL DIPLOMA

### DIGITAL MARKETING PROMOTIONS

Technical Diploma • 18 Credits

### SALES SPECIALIST

Technical Diploma • 18 Credits

#### Start Your Career

- Digital Marketing Coordinator
- Marketing Assistant
- Social Media Specialist

#### 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

For those interested in continuing their education, Mid-State offers transfer agreements with various four-year colleges and universities. For more information and additional opportunities, visit [mstc.edu/transfer](https://mstc.edu/transfer).

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 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 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](http://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.

## 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  -OR-	
10801195 Written Communication	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	3
10104125 Promotion Management	4
10104174 Marketing Research	3
10104180 Internet and Mobile Marketing	3
10801198 Speech  -OR-	
10801196 Oral/Interpersonal Communication	3

Term	16 credits
10104175 Digital Design Components	3
10104160 Marketing Management	4
10809196 Intro to Sociology  -OR-	
10809122 Intro to American Government  -OR-	
10809172 Introduction to Diversity Studies	3
10809198 Intro to Psychology  -OR-	
10809188 Developmental 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](http://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](http://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  -OR-	
10801195 Written Communication	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
10801198 Speech  -OR-	
10801196 Oral/Interpersonal Communication	3

Term	9 credits
10101140 Accounting 1	3
10104175 Digital Design Components	3
10809198 Intro to Psychology  -OR-	
10809188 Developmental Psychology	3

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

Term	7 credits
10104160 Marketing Management	4
10809195 Economics	3

**Total credits 63-64**

## MULTIPLE MEASURES

**Multiple Measures Writing (MMW):** High school GPA of 2.6 and successful completion of 2.0 credits of high school writing courses with a "C" or better

**Multiple Measures Math 1 (MMM\_1):** High school GPA of 2.6 and successful completion of 1.0 credits of high school math (Algebra 1 or equivalent) with a "C" or better

**Multiple Measures Science 1 (MMS\_1):** High school GPA of 2.6 and successful completion of 1.0 credits of high school lab science course with a "C" or better

**Multiple Measures Reading (MMR):** High school GPA of 2.6 and successful completion of 2.0 credits of high school literature courses with a "C" or better

**Multiple Measures Math 2 (MMM\_2):** High school GPA of 2.6 and successful completion of 2.0 credits of high school math including Algebra 1 and Algebra 2 with a "C" or better

**Multiple Measures Science 2 (MMS\_2):** High school GPA of 2.6 and successful completion of 1.0 credits of high school chemistry with a "C" or better

*Past high school and college transcripts are used in making course placement decisions.*

# 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**

This course is designed to review and develop fundamental concepts of mathematics in the areas of algebra, geometry, trigonometry, measurement and data. Algebra topics emphasize simplifying algebraic expressions, solving linear equations and inequalities with one variable, solving proportions and percent applications. Geometry and trigonometry topics include; finding areas and volumes of geometric figures, applying similar and congruent triangles, applying Pythagorean Theorem, and solving right triangles using trigonometric ratios. Measurement topics emphasize the application of measurement concepts and conversion techniques within and between U.S. customary and metric system to solve problems. Data topics emphasize data organization and summarization skills, including: frequency distributions, central tendency, relative position and measures of dispersion. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators.

*Prerequisite: High School GPA of 2.6 and MMM\_1 or Accuplacer Arithmetic of 250 and QAS 234 or ACT Math score of 17 or Pre-Algebra 10834109 with a "C" or better*

## 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 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## Digital Design Components

**10104175.....3 credits**

This Digital Design Components course is ideal for students looking to develop the skills and knowledge needed to create professional, user-friendly websites. The course will focus on key design principles to craft visually appealing and functional web pages. Through hands-on practice, students will learn about color theory, typography, web content writing, graphics, and overall design aesthetics. Additionally, the course will introduce students to SEO and Google Analytics, helping them optimize their designs for search engines. Students will gain experience using web-based software and learn the basics of HTML to enhance their web development skills.

*Prerequisites: Microsoft Office Introduction 10103106, Marketing Principles 10104102*

## 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**

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

*Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better*



# COURSE DESCRIPTIONS

## 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.

## 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 2.6 and MMM\_1 or Accuplacer Arithmetic of 263 and QAS 234 or ACT Math score of 19 or QAS of 245 or Pre-Algebra 10834109 with a "C" or better*

## 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 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## 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 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## 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, social organization, and workplace issues.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## Introduction to Diversity Studies ☑

**10809172 ..... 3 credits**

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

*Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better*

# COURSE DESCRIPTIONS

## 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 2.6 and MMM\_2 or Accuplacer QAS 241 or ACT Math score of 19 or Pre-Algebra 10834109 or College Math 10804107 with a "C" or better*

## 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 Academic Learning Center 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 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## 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. Includes informative, persuasive, and occasion speech presentations.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 253 and Writing of 262 or ACT of 21 Reading/19 English or completion of College Reading and Writing 1 10831104 with a "C" or better*

## Written Communication ☑

**10801195 .....3 credits**

Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments are designed to help the learner analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Also develops critical reading and thinking skills through the analysis of a variety of written documents.

*Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better*