

sales specialist

Technical Diploma

Program Code: 30-104-7

Total Credits: 17

The Sales Specialist program prepares students for success through a curriculum that provides fundamental knowledge of marketing and sales. Students develop communication skills, problem-solving abilities, and a professional polish, while learning how to sell goods and services using a consultative approach—abilities that are highly valued by organizations seeking to employ sales professionals. Mid-State's Sales Specialist program prepares individuals through hands-on sales practice and salesperson/client role-play activities. Includes a focus on digital sales communication in the social media realm, preparing you to communicate effectively with clients, prepare and deliver sales-related presentations, and recommend the most appropriate solutions for your client.

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



MID-STATE
TECHNICAL COLLEGE

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

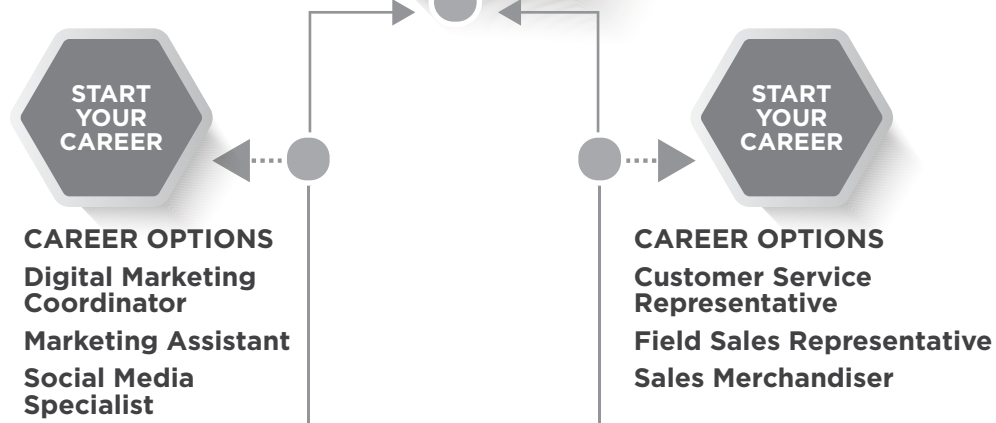
BACHELOR'S DEGREE OPTIONS

Herzing University, Marketing (BS)

Lakeland University, Marketing (BA)

UW-Stevens Point, Marketing (BS)

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



College Credit • Dual Credit
 Military Experience • Work Experience
 Learn about Credit for Prior Learning at mstc.edu/cpl.

**BEGIN AT ANY POINT
 IN THE PATHWAY**

English Composition 1

108011363 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 Intro to College Writing 10-831-103 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. Proficiency in word processing skills recommended.

Marketing Communications

10104110.....2 credits

This course prepares the learner to create and manage a wide range of internal and external organizational communications that are essential to the marketing function. 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, and developing a professional appearance and polish. Presentation techniques for the creation and delivery of complex marketing materials and data will be addressed. Additionally, there will be a focus on public relations to include writing press releases, managing crises, and speaking with the media.

Marketing Principles

101041023 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.

Professional Selling

101041053 credits

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.

Social Media Marketing

101041073 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

108011983 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 Intro to College Writing and/or Intro to College Reading with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.