

# SALES SPECIALIST

## Technical Diploma Program Code: 30-104-7 Total Credits: 18

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](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).

### CHECKLIST:

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

- ☐ FAFSA ([www.fafsa.gov](http://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: \_\_\_\_\_  
\_\_\_\_\_



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

## CERTIFICATE

### ADOBE SUITE

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

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

PROGRAM OUTCOMES

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

- Develop marketing strategies.
- Develop selling strategies.
- Deliver sales presentations.
- Apply customer relationship building strategies.
- Analyze sales information.
- Prepare selling strategies.
- Promote products, services, images and/or ideas to achieve a desired result.

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. Students will complete performance-based assessments in the Professional Selling course to fulfill the TSA requirement.

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.  
*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 PART-TIME CURRICULUM OPTION

Term		9 credits
10104102	Marketing Principles 	3
10801136	English Composition 1 	3
10801198	Speech 	3
Term		9 credits
10104105	Professional Selling 	3
10104107	Social Media Marketing	3
10104121	Fundamentals of Marketing Communications 	3
Total credits		18

 This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at [mstc.edu/cpl](https://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 term. 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](https://mstc.edu/schedule).

## COURSE DESCRIPTIONS

### 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 1 10831104 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.*

### 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.

### 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.

### Professional Selling

**10104105 .....3 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

**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 1 10831104 with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*