



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

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.

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.
- ☐ 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. 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.
- ☐ Set up student MyCampus account at mstc.edu/mycampus-assistance.
- ☐ Schedule a New Student Advising appointment at mstc.edu/advising.



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.

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.

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.

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 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 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

108311043 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

108341093 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 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 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.

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 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 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 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 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 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

COURSE DESCRIPTIONS

English Composition 1 ☑

108011363 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

Fundamentals of Marketing Communications ☑

101041213 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 ☑

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. 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