

# Digital Marketing and Integrated Communications Technology

PROGRAM CODE: 31-104-9



Technical Diploma



COURSE		CREDITS
ENG-195	Written Communication ‡ ..... (or) ENG-201 English 1 ‡	3
MKTG-102	Marketing Principles.....	3
MKTG-118	Social Media Marketing.....	3
MKTG-165	Digital Marketing.....	3
MKTG-173	Marketing Research/Analytics.....	3
MKTG-125	Advertising: Brands and Campaigns.....	3
MKTG-134	Integrated Marketing Communications.....	3
MKTG-144	Client Services.....	3
MKTG-198	Visual Media Marketing.....	3

**Location:** Downtown Milwaukee Campus, Online Campus  
**Start Dates:** August and January  
**Admission Requirement:** High school diploma or GED  
**Financial Aid Eligible:** Yes.  
 Apply at [fafsa.gov](https://fafsa.gov). Use School Code 003866.

**CREDITS**  
 Total credits needed to complete this diploma **27**

‡ Prerequisite required.  
 All courses in this program count toward the Marketing associate degree.  
 Program curriculum requirements are subject to change.  
**Current MATC students should consult their Academic Program Plan for specific curriculum requirements.**

### Program Description

Develop a broad cross-section of knowledge, skills and abilities in digital marketing, advertising, marketing research, analytics, social media, client services and integrated marketing communications.

### Career Outlook

This program is a Department of Labor “Bright Outlook Career” with expected growth of 10% over the next 10 years.

### Program Learning Outcomes

- Develop strategies to anticipate and satisfy market needs.
- Promote products, services, images and/or ideas to achieve a desired outcome.
- Evaluate information through the market research process to make business decisions.
- Prepare integrated content strategies.
- Utilize various digital marketing tools and analytics.



**Complete Program Details**

**QUESTIONS?** 414-456-5323, 414-297-8903 or [leadpathway@matc.edu](mailto:leadpathway@matc.edu)