

Digital Marketing and Integrated Communications Technology

PROGRAM CODE: 31-104-9



Technical Diploma



COURSES	CREDITS
ENG-195	Written Communication ‡ 3 (or) ENG-201 English 1 ‡
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 equivalent
Financial Aid Eligible: Yes. Use code 003866 at afsa.gov.

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

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.

‡ 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.
 MATC courses are offered in person, entirely online or partially online.
 Check each course’s delivery options in Self-Service at selfservice.matc.edu.



Complete Program Details

QUESTIONS? 414-456-5323, 414-297-8903 or leadpathway@matc.edu