

Marketing

PROGRAM CODE: 10-104-3



Associate Degree



COURSE	CREDITS
BADM-106 MS Office for Business Applications	3
ENG-195 Written Communication ‡ ^	3
(or) ENG-201 English 1 ‡	
MKTG-102 Marketing Principles ^ *	3
MKTG-104 Selling Principles *	3
ACCTG-110 Financial Accounting	3
MATH-107 College Mathematics ‡	3
(or) Any 200-level MATH course	
MKTG-125 Advertising: Brands and Campaigns ^	3
MKTG-173 Marketing Research/Analytics ^ *	3
MKTG-198 Visual Media Marketing ^	3
BADM-110 Business Communications With Technology	3
ECON-195 Economics	3
(or) Any 200-level ECON course	
ENG-197 Technical Reporting ‡	3
(or) Any 200-level ENG course	
MKTG-118 Social Media Marketing ^	3
MKTG-165 Digital Marketing ^	3
PSYCH-199 Psychology of Human Relations	3
(or) Any 200-level PSYCH course	
BADM-134 Business Organization and Management	3
MKTG-106 Retail and Consumer Marketing ‡ *	3
MKTG-107 Customer Experience *	3
MKTG-134 Integrated Marketing Communications ^	3
MKTG-144 Client Services ^ *	3
MKTG-175 Marketing Internship ‡	1

Location: Downtown Milwaukee Campus, Mequon Campus, Oak Creek Campus, Online Campus

Start Dates: August and January

Admission Requirement: High school diploma or GED

Transfer: Will transfer to one or more four-year institutions

Financial Aid Eligible: Yes.

Apply at fafsa.gov. Use School Code 003866.

Program Description

Develop a broad base of industry-required knowledge and abilities in advertising, sales, promotion, marketing research, digital marketing, social media, client services and customer experience planning.

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 selling strategies.

CREDITS

Total credits needed to complete this degree

61

‡ Prerequisite required.

^ Counts toward earning the Digital Marketing and Integrated Communications technical diploma.

* Counts toward earning the Sales and Customer Experience technical diploma.

Program curriculum requirements are subject to change.

Current MATC students should consult their Academic Program Plan for specific curriculum requirements.



Complete Program Details

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