



Effective 2012/2013

Career Cluster ►



Career Pathway ►

Marketing Communications

**MARKETING**

(10-104-3A) – General Marketing  
Associate of Applied Science Degree  
Offered at: Kenosha and Racine Campuses

△ Suggested Sequence	✓	Course Number	Course Title	Requisites	Credits	Hrs/Wk Lec - Lab
Semester 1		104-101 *	Marketing Principles		3	3-0
		102-137 *	Introduction to Business		3	3-0
		104-104 *	Selling Principles		3	3-0
		103-199	PC Basics / Microsoft Office		3	2-2
		801-136	English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
		801-196 801-198	<b>OR</b> Oral/Interpersonal Communication Speech	Prereq: 858-760 (See Note 1)	3	3-0
Semester 2		103-111	Microsoft PowerPoint II	Prereq: 103-199	1	.5-1
		104-161 *	Selling Principles, Advanced	Prereq: 104-104	3	3-0
		804-123	Math with Business Applications	Prereq: 834-109 (See Note 1)	3	3-0
		809-198	Psychology, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
		103-103	Microsoft Excel II		1	1-2
		<i>Take 9 credits from the list below in Semester 2, 3, or 4. +</i>				9
Semester 3		104-105 *	Promotion Principles		3	3-0
		104-173 *	Marketing Research	Coreq: 104-101	3	2-2
		801-197	Technical Reporting	Prereq: 801-136	3	3-0
		809-196	Sociology, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
Semester 4		101-112	Accounting for Business		3	3-0
		104-116 *	Electronic Marketing/Social Media	Prereq: 104-101	3	3-0
		104-150 *	Marketing Professional Development		1	1-0
		104-172 *	Marketing Management	Prereq: 104-101	3	3-0
		809-144	Macroeconomics	Prereq: 838-105 (See Note 1)	3	3-0
Electives		<i>Take 6 elective credits. Any associate degree level course may be taken as an elective.</i>			6	
		<b>+ Take 9 credits from this list:</b> 104-171 *Credit Procedures (3 Cr) 104-119 *Visual Merchandising (3 Cr) 104-194 *International Marketing (3 Cr) 104-127 *Retailing <b>OR</b> 104-169 *Mngmt/Merch. (3 Cr) <i>Students cannot use both Retailing (104-127) and Mngmt / Merch (104-169) to complete this requirement.</i>		<b>Suggested Electives:</b> 102-160 Business Law (3 Cr) 104-109 Marketing/Sports & Event (3 Cr) 104-134 Marketing Internship (3 Cr)		

**Program Total Required**

**69**

△ Courses may be taken out of suggested sequence as long as requisites have been met.



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**PROGRAM DESCRIPTION**

*Marketing*, which can be completed in two years of study if taken full-time, concentrates on a general method of marketing and sales. Course work includes such items as introduction to microcomputers, business overview, credit procedures, business communication, promotion methods, business law, supervisory techniques, retailing, general sales, and psychology.

**PROGRAM LEARNING OUTCOMES**

**Graduates of the Marketing-General Associate Degree Program should be able to:**

1. Demonstrate proper written and oral communication.
2. Demonstrate hands-on ability in the use of business software and hardware.
3. Differentiate the careers in the marketing field.
4. Work together in groups.
5. Be creative.
6. Develop a resume and interview for a job.

**CORE ABILITIES**

Gateway believes students need both technical knowledge and skills and core abilities in order to succeed in a career and in life. The following nine core abilities are the general attitudes and skills promoted and assessed by all Gateway programs. All Gateway graduates should be able to:

- |  |   |
|--|---|
| 1. Act responsibly                     | 6. Respect themselves and others as a member of a diverse community |
| 2. Communicate clearly and effectively | 7. Think critically and creatively                                  |
| 3. Demonstrate essential comp. skills  | 8. Work cooperatively   |
| 4. Demonstrate essential math skills   | 9. Value learning   |
| 5. Develop job seeking skills          |   |

**ADMISSION REQUIREMENTS**

1. Students must submit an application & \$30 fee.
2. Students must complete reading, writing, and math placement testing.
3. Students must submit official high school, GED, or HSED transcript.

**GRADUATION REQUIREMENTS**

1. 69 Credits with an average of 2.0 or above.
2. \*Average of 2.0 ("C") or above for these major courses.

*For a complete list of Graduation Requirements check the Student Handbook.*

**NOTES**

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See a counselor for details.
2. Any course may be taken prior to entry in the program, assuming prerequisites and corequisites have been satisfied (or waived with department approval).

**OTHER INFORMATION**

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for a period of two years or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult the Master Class Schedule for exact fee amounts. Occasionally, the District may offer a particular course out of published sequence. By doing so, the District does not obligate itself to offer succeeding courses out of published sequence.

**EQUAL OPPORTUNITY/ACCESS EDUCATOR / EMPLOYER  
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You may call Student Services at (262) 767-5300 (Burlington), (262) 741-8300 (Elkhorn), (262) 564-2300 (Kenosha), or (262) 619-6300 (Racine) for additional information. For a complete list of course descriptions (and possible online courses) for this program, please consult Web Advisor on our web page at [www.gtc.edu](http://www.gtc.edu).

My counselor is \_\_\_\_\_ My counselor's contact information is \_\_\_\_\_.