



Effective 2013/2014

Career Cluster ►



Career Pathway ►

Marketing Communications

**MARKETING**

(10-104-3B) – Business to Business  
Associate of Applied Science Degree  
Most Courses Offered at Elkhorn, Kenosha,  
and Racine Campuses & Online

<sup>Δ</sup> 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
		103-143	Computers for Professionals	Prereq: 103-142 (See Notes 1 & 3)	3	2-2
		801-136	English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
		801-196	OR Oral/Interpersonal Communication Speech	Prereq: 838-105 (See Note 1)	3	3-0
		809-198				
Semester 2		103-111	Microsoft PowerPoint II		1	.5-1
		104-161 *	Selling Principles, Advanced	Prereq: 104-104	3	3-0
		104-170 *	Business Purchasing		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	.5-1
Semester 3		104-126 *	Business Marketing I	Prereq: 104-101	3	3-0
		104-173 *	Marketing Research	Coreq: 104-101	3	2-2
		104-194 *	International Marketing		3	3-0
		809-196	Sociology, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
		801-197	Technical Reporting	Prereq: 801-136	3	3-0
Semester 4		101-112	Accounting for Business		3	3-0
		104-105 *	Promotion Principles		3	3-0
		104-150 *	Marketing Professional Development		1	1-0
		104-116 *	Electronic Marketing/Social Media	Prereq: 104-101	3	3-0
		104-172 *	Marketing Management	Prereq: 104-101	3	3-0
		809-144	Macroeconomics	Prereq: 838-105 (See Note 1)	3	3-0
Electives		<b>Take 6 elective credits. Any associate degree level course may be taken as an elective.</b>				<b>6</b>
		<b>Suggested Electives:</b> 102-160 Business Law (3 Cr)                      104-134 Marketing Internship (3 Cr) 104-109 Marketing/Sports & Event (3 Cr)                      104-171 Credit Procedures (3 Cr)				

**Program Total Required 69**

<sup>Δ</sup> 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.

**ADMISSION REQUIREMENTS**

1. Students must submit an application & \$30 fee.
2. Students must complete reading, writing, math, and computer skills placement assessments.
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.*

**PROGRAM LEARNING OUTCOMES**

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

1. Communicate effectively in a professional environment.
2. Develop strategies to anticipate and satisfy market needs.
3. Promote products, services, images, and/or ideas to achieve a desired outcome.
4. Evaluate information through the market research process.
5. Prepare selling strategies.

**NOTES**

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See an advisor 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).
3. Formerly 103-199, PC Basics/Microsoft Office.

**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          |   |

**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 1-800-247-7122 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 advisor is \_\_\_\_\_ . My advisor's contact information is \_\_\_\_\_ .