Career Cluster ►	Career Pathway ►	**MARKETING**
	Marketing Communications	**(10-104-3D) – Marketing Communications** *Associate of Applied Science Degree* **Most Courses Offered at Elkhorn, Kenosha, and Racine Campuses & Online**

ᐃ Suggested Sequence	√	Course Number		Course Title	Requisites	Credits	Hrs/Wk Lec - Lab
Semester 1		104-101	*	Marketing Principles		3	3-0
		204-100	*	Design Concepts		4	3-2
		204-105	*	Comp. Illustration & Drawing Tech		3	2-2
		204-107	*	Digital Photography, Intro to		3	2-2
		801-136		English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
Semester 2		104-104	*	Selling Principles		3	3-0
		104-105	*	Promotion Principles		3	3-0
		204-116	*	Web Page Design for Graphic Designers	Prereq: 204-107	3	2-2
		204-126	*	Design & Publishing	Prereq: 204-100	3	2-2
		804-123 804-115	OR	Math with Business Applications College Technical Math 1	Prereq: 834-109 (See Note 1) Prereq: 834-110 (See Note 1)	3 5	3-0 5-0
		809-172		Intro to Diversity Studies		3	3-0
Semester 3		104-118	*	Advanced Promotion	Prereq: 104-105	3	3-0
		104-161	*	Selling Principles, Advanced	Prereq: 104-104	3	3-0
		204-109 102-138	*OR	Graphic Design Prof. Practices BIZ Internship	Prereq: 204-126 Prereq: Instructor Consent	3	2-2
		801-197		Technical Reporting	Prereq: 801-136	3	3-0
		809-198		Psychology, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
Semester 4		104-115	*	Marketing Capstone/Internship	Prereq: 104-101; 104-104 & Inst. Consent Coreq: 104-116; 104-161	3	1-0-0-4
		104-116	*	Electronic Marketing/Social Media	Prereq: 104-101	3	3-0
		204-120	*	Multimedia Survey		3	2-2
		801-196 801-198	OR	Oral/Interpersonal Communication Speech	Prereq: 838-105 (See Note 1)	3	3-0
		809-144		Macroeconomics	Prereq: 838-105 (See Note 1)	3	3-0
Electives		*Take 6 elective credits. Any associate degree level course may be taken as an elective.* *Suggested Electives:* 204-115 Advanced Digital Photography (3 Cr) 104-173 Marketing Research (3 Cr) 204-134 Advanced Problems in Graphic Design (3 Cr) 204-149 Adv. Web Page Design (3 Cr)				*6*	

Minimum Program Total Credits Required   **70**

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

GATEWAY TECHNICAL COLLEGE

Effective 2014/2015

| Career Cluster ► | Career Pathway ► | **MARKETING** |

Marketing Communications

MARKETING
(10-104-3D) – Marketing Communications
Associate of Applied Science Degree
Most Courses Offered at Elkhorn, Kenosha, and Racine Campuses & Online

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-Marketing Communications 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 marketing research process.
5. Prepare selling strategies.

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

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. Minimum 70 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 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).

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.

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To schedule an appointment with an advisor, please call 1-800-247-7122.
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.

My advisor is _____.   My advisor's contact information is _____.