



Effective 2014/2015

Career Cluster ►



Career Pathway ►

Marketing Communications

MARKETING

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

△ Suggested Sequence	✓ Course Number	Course Title	Requisites	Credits	Hrs/Wk Lec - Lab
Semester 1	104-101 *	Marketing Principles		3	3-0
	102-137 *OR	Introduction to Business		3	3-0
	102-160	Business Law		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	Prereq: 838-105 (See Note 1)	3	3-0
801-198	Speech		3	3-0	
Semester 2	104-161 *	Selling Principles, Advanced	Prereq: 104-104	3	3-0
	804-123 OR	Math with Business Applications	Prereq: 834-109 (See Note 1)	3	3-0
	804-115	College Technical Math 1	Prereq: 834-110 (See Note 1)	5	5-0
	809-198	Psychology, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
	103-103	Microsoft Excel II		1	1-2
	Take 9 credits from the list below in Semester 2, 3, or 4. +				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
	809-172	Intro to Diversity Studies		3	3-0
Semester 4	101-112 OR	Accounting for Business		3	3-0
	101-114	Accounting Principles		4	3-2
	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
	104-172 *	Marketing Management	Prereq: 104-101	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.			6	
	+ Take 9 credits from this list: 102-121 *Credit Management (3 Cr) 104-119 *Visual Merchandising (3 Cr) 104-194 *International Marketing (3 Cr) 104-127 *Retailing (3 Cr)		Suggested Electives: 102-160 Business Law (3 Cr) 104-109 Marketing/Sports & Event (3 Cr) 104-134 Marketing Internship (3 Cr)		

Minimum Program Total Credits Required

70

△ 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. 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.

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 marketing 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.

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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 _____.