### Suggested Electives:

- 104-171 *Credit Procedures (3 Cr)
- 104-119 *Visual Merchandising (3 Cr)
- 104-194 *International Marketing (3 Cr)
- 104-127 *Retailing OR 104-169 *Mgmt/Merch. (3 Cr)

*Students cannot use both Retailing (104-127) and Mgmt/Merch (104-169) to complete this requirement.*

### Electives

**Take 9 credits from this list:**

- 102-160 Business Law (3 Cr)
- 104-109 Marketing/Sports & Event (3 Cr)
- 104-134 Marketing Internship (3 Cr)

### Elective Credits

- **Take 9 credits from the list below in Semester 2, 3, or 4.**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Requisites</th>
<th>Credits</th>
<th>Hrs/Wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>104-111</td>
<td>Microsoft PowerPoint II</td>
<td>Prereq: 103-143</td>
<td>1</td>
<td>0.5-1</td>
</tr>
<tr>
<td>104-161</td>
<td>Selling Principles, Advanced</td>
<td>Prereq: 104-104</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>804-123</td>
<td>Math with Business Applications</td>
<td>Prereq: 834-109 (See Note 1)</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>809-198</td>
<td>Marketing Internship</td>
<td>Prereq: 838-105 (See Note 1)</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>103-103</td>
<td>Microsoft Excel II</td>
<td></td>
<td>1</td>
<td>1-2</td>
</tr>
<tr>
<td>104-105</td>
<td>Promotion Principles</td>
<td>Prereq: 104-101</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>104-173</td>
<td>Marketing Research</td>
<td>Coreq: 104-101</td>
<td>3</td>
<td>2-2</td>
</tr>
<tr>
<td>801-197</td>
<td>Technical Reporting</td>
<td>Prereq: 801-136</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>809-196</td>
<td>Sociology, Introduction to</td>
<td>Prereq: 838-105 (See Note 1)</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>101-112</td>
<td>Accounting for Business</td>
<td></td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>104-116</td>
<td>Electronic Marketing/Social Media</td>
<td>Prereq: 104-101</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>104-150</td>
<td>Marketing Professional Development</td>
<td></td>
<td>1</td>
<td>1-0</td>
</tr>
<tr>
<td>104-172</td>
<td>Marketing Management</td>
<td>Prereq: 104-101</td>
<td>3</td>
<td>3-0</td>
</tr>
<tr>
<td>809-144</td>
<td>Macroeconomics</td>
<td>Prereq: 838-105 (See Note 1)</td>
<td>3</td>
<td>3-0</td>
</tr>
</tbody>
</table>

**Take 6 elective credits. Any associate degree level course may be taken as an elective.**

---

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

**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**

**Igualdad de Oportunidades**

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 __________________________.