

Marketing (10-104-3)

Associate of Applied Science

Effective 2026/2027

The course sequence shown on this sheet is the recommended path to completion. Courses will be scheduled in the terms indicated here. All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan. Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.). More detailed scheduling information for this program can be found at <https://www.gtc.edu/marketing>. Please see your academic advisor for additional information.

O = Online, F=Fall, S=Spring, SU=Summer

| Term | Course Number | Credits | Course Title | Requisites (prereq- before/ coreq-with) | Notes | O |
|------|-----------------------------------|---------|---|---|--|----|
| 1 | 890-155 | 1 | Gateway to Success (G2S) | | <ul style="list-style-type: none"> Students are required to take this course in their first semester of enrollment. Please see an advisor for details. | F |
| 1 | *104-101 | 3 | Marketing Principles | | <ul style="list-style-type: none"> Faculty have identified this milestone course as providing a strong foundation for success throughout the program. | F |
| 1 | *102-137 OR *102-160 | 3 | Introduction to Business OR Business Law | | | F |
| 1 | 801-136 | 3 | English Composition 1 | Prereq: 831-103 OR 851-757 | <ul style="list-style-type: none"> Satisfactory college placement results (through multiple measures or placement test scores) or successful remediation is required prior to enrollment. See an advisor for details. | F |
| 1 | 103-143 | 3 | Computers for Professionals | | | F |
| 2 | *104-104 | 3 | Selling Principles | | <ul style="list-style-type: none"> Faculty have identified this milestone course as providing a strong foundation for success throughout the program. | S |
| 2 | *104-105 | 3 | Promotion Principles | | <ul style="list-style-type: none"> Faculty have identified this milestone course as providing a strong foundation for success throughout the program. | S |
| 2 | *104-194 | 3 | International Marketing | | | S |
| 2 | 804-134 | 3 | Mathematical Reasoning | Prereq: 834-109 | <ul style="list-style-type: none"> Satisfactory college placement results (through multiple measures or placement test scores) or successful remediation is required prior to enrollment. See an advisor for details. | S |
| 3 | 801-196 OR 801-198 | 3 | Oral/Interpersonal Communication OR Speech | | | SU |
| 3 | 809-198 | 3 | Psychology, Introduction to | Prereq: 838-105 OR 851-757 | <ul style="list-style-type: none"> Satisfactory college placement results (through multiple measures or placement test scores) or successful remediation is required prior to enrollment. See an advisor for details. | SU |

(*) Students must achieve a combined average of 2.0 ("C") or above for this major course to meet graduation requirements.

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| Term | Course Number | Credits | Course Title | Requisites (prereq-before/ coreq-with) | Notes | O |
|------|---------------------------------|------------|---|---|--|----|
| 4 | *104-133 | 3 | Social Media Strategies | | | F |
| 4 | *104-109 | 3 | Marketing/Sports & Event Intro | | | F |
| 4 | *104-173 | 3 | Marketing Research | | | F |
| 4 | 809-172 | 3 | Diversity Studies, Introduction to | Prereq: 838-105 OR 851-757 | • Satisfactory college placement results (through multiple measures or placement test scores) or successful remediation is required prior to enrollment. See an advisor for details. | F |
| 5 | *104-137 | 3 | Digital Marketing | | | S |
| 5 | 101-112 OR 101-114 | 3 4 | Accounting for Business OR Accounting Principles | | | S |
| 5 | *104-115 | 3 | Marketing Capstone/Internship | Prereq: Instructor Consent | | S |
| 5 | *104-172 | 3 | Marketing Management | Prereq: 801-136; 804-134 OR 804-135 | | S |
| 6 | 809-143 | 3 | Microeconomics | Prereq: 838-105 OR 851-757 | • Satisfactory college placement results (through multiple measures or placement test scores) or successful remediation is required prior to enrollment. See an advisor for details. | SU |
| 6 | XXX-XXX | 3 | Elective Course | Take 3 credits at the associate degree level. Suggested electives listed on back. | | SU |

Minimum Program Total Credits Required: 61

(*) Students must achieve a combined average of 2.0 ("C") or above for this major course to meet graduation requirements.

Marketing (10-104-3)

Marketing is a two-year associate degree program if taken full-time. Project-based learning applications prepare graduates for work in marketing and sales positions with opportunities to advance throughout their career. Students will develop an understanding of marketing strategies for consumers and business customers. Marketing skills acquired are in the emerging areas of promotion, sales, digital, social media, data analysis, and business strategies along with the creation of a complete written marketing plan.

Program Learning Outcomes

Graduates will be able to:

- 1 Develop strategies to satisfy market needs.
- 2 Promote products to achieve a desired outcome.
- 3 Analyze market research to inform business decisions.
- 4 Apply selling strategies.

Essential Career Competencies

Gateway's six essential career competencies are the general attitudes and skills promoted and assessed by all programs. All Gateway graduates will develop skills in:

- 1 Communication Competence
- 2 Critical Thinking and Problem Solving
- 3 Professionalism and Career Management
- 4 Teamwork and Collaboration
- 5 Cultural Competence
- 6 Technology Competence

Admission Requirements

- 1 Students must submit an application and pay \$30 fee.
- 2 Students must meet one of the following: minimum cumulative high school GPA of 2.6 (unweighted); earned at least 12 college credits with a minimum GPA of 2.0; or complete valid reading, writing, and math placement assessments.

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for one year or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult My Gateway for exact fee amounts. The District reserves the right to modify, cancel, or relocate course offerings in response to factors such as low enrollment, resource availability, or other relevant considerations to ensure high-quality educational experiences. Students will be notified in writing and are encouraged to meet with their Academic Advisor to adjust their academic plan.

Graduation Requirements

- Minimum 61 credits with a cumulative GPA of 2.0 or above.
- *Average of 2.0 ("C") or above for these major courses.
- Complete 890-155 Gateway to Success (G2S) in the first semester.

For a complete list of Graduation Requirements, check the Student Handbook or [Graduation Requirements](#).

Suggested Electives

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|--|----------------------|
| 105-106 Business Communications | 102-160 Business Law |
| 201-101 Computer Illustration and Drawing Tech | 104-127 Retailing |

Notes

- 1 Some courses are standard length for a semester while others are offered in an accelerated format.
- 2 Students will complete 144 hours of paid or unpaid internship work at an approved business.

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