



Marketing

Program No: 10-104-3

Associate Degree in Applied Science

Degree Completion Time: Four Terms

In general, an academic year consists of two terms; however, degree completion time may vary based on student scheduling needs and class availability.

2008-2009

Catalog No.	Class Title	Credit(s)
Term 1		
10104102	Marketing, Principles of	3.00
10104194	Service Management	3.00
10105124	Portfolio Introduction	1.00
10801198	Speech	3.00
10804123	Math with Business Applications	3.00
10809198	Introduction to Psychology	3.00
	Total	16.00
Term 2		
10104103	Applied Marketing	3.00
10104104	Selling Principles	3.00
10104110	Marketing Spreadsheet Applications	3.00
10104173	Market Research	3.00
10105132	Small Business Operations	3.00
10801195	Written Communication	3.00
	Total	18.00
Term 3		
10104125	Promotion Principles	3.00
10104172	Marketing Analysis	3.00
10105126	Career Assessment	3.00
10809166	Intro to Ethics: Theory & Application OR 10809122 Intro to American Government	3.00
10809195	Economics	3.00
10809196	Introduction to Sociology OR 10809172 Race, Ethnic, & Diversity Studies	3.00
	Total	18.00
Term 4		
10104105	Sales Advanced	3.00
10104106	E-Commerce	3.00
10105120	Internship	3.00
10105127	Portfolio Assessment	1.00
10999999	Elective	3.00
	Total	13.00
	Program Total	65.00

Note: Catalog numbers assigned to "elective" classes are for administrative use only. Consult with program counselor regarding your elective selection.

Program start dates vary; check with your counselor for details.

Curriculum and program acceptance requirements are subject to change.

About the Career

No matter who you are, where you are, what you do, or what you buy—you've experienced marketing. If you're curious about what drives people to choose one product over another, are excited about generating fresh ideas, and enjoy variety and change, a career in marketing may be a perfect fit for you.

Careers

- Advertising and Promotion Developer
- Assistant Advertising Manager
- Entrepreneur
- Marketing Researcher
- Sales Manager
- Sales Representative
- Wholesale Representative

Admissions Steps

- Application
- Application Fee
- Entrance Assessment Scores
- Transcripts
- Program Advising Session
- Microsoft Skills Check (Word, PowerPoint, Excel)

Program Goals

You'll learn to:

- Implement creative problem-solving techniques.
- Utilize the planning process in a marketing environment.
- Apply appropriate written, verbal, and interpersonal communication skills.
- Use mathematical/computational skills in marketing problem-solving.
- Apply computer application skills.
- Demonstrate proficient use of marketing/management skills.
- Apply knowledge and appreciation of the marketing functions in a profit- or non-profit-oriented market economy.

Approximate Costs

- \$92 per credit (resident)
- \$563 per credit (out-of-state resident)
- Other fees vary by program (books, supplies, materials, tools, uniforms, health-related exams, etc.)

Special Note

This program is also offered in an evening delivery format.

Entrance Assessment Scores

Assessment Areas	ACT	Accuplacer
Math	16	79
Read	16	74
Write	15	82

Transfer agreements are available with the following institutions:

Capella University
Cardinal Stritch University
Franklin University
Lakeland College
Marian College

MSOE Rader School of Business
Silver Lake College
UW-Stout
UW-Whitewater

IMPORTANT: For more information on these agreements, visit gotoltc.edu/transfer.

10104102 Marketing, Principles of

...introduces the student to the consumer decision process model, the bases used to segment a market, basic concepts about goods, services, and ideas, the nature of supply chain and distribution, integrated marketing communications, and the stages of the product life cycle and their impact on the marketing mix.

COREQUISITE: Microsoft Word and PowerPoint skills or equivalent or 10103109 Pharmacy Word 2000-Intro or CONDITION: Administrative Assistant requirements met or Graphic and Web Design requirements met

10104103 Applied Marketing

...expands the students ability to explore environmental factors in an e-commerce world, apply consumer behavior to marketing strategies, evaluate the microenvironment in an era of global business, show market segmentation, targeting, and positioning strategies, apply strategies for new products on the product life cycle, evaluate supply chains and distribution strategies, justify the role of advertising in an e-commerce world, and apply pricing concepts to marketing strategies.

COREQUISITE: 10 104102 Principles of Marketing

10104104 Selling Principles

...prepares the student to use the steps of the selling process to perform sales presentations.

10104105 Sales Advanced

...enhances the student's ability to develop a customer profile; design tables, charts, and graphs; identify market potential through sales forecasting using technology; and plan and prepare a sales strategy presentation.

COREQUISITE: 10104104 Selling Principles

10104106 E-Commerce

...provides the student with both an operational and strategic perspective of electronic commerce. Students will review technology trends such as internet infrastructure, web site usability, web server hardware and software, and security issues. Web marketing topics will include branding, relationship marketing, and positioning strategies of web sites.

10104110 Marketing Spreadsheet Applications

...provides the student with the ability to apply technology in solving marketing math problems. Student will also plan, develop and maintain a merchandising plan for a business.

PREREQUISITE: Microsoft Excel skills equivalent

10104120 Marketing Internship

...requires students to complete 216 hours (3 credits) of performing work in a business/industrial service setting related to their program objectives. Students are responsible for seeking and obtaining the marketing internship position. Course requirements include maintaining a log of work activities, identifying and receiving approval from the job supervisor and instructor, and completing a work-related project. Students meet periodically at LTC.

10104125 Promotion Principles

...provides the student the ability to explain the relationship of the uncontrollable variables and the marketing mix to the promotion plan and to distinguish when to use advertising, personal selling, publicity, or sales promotion in the development of the promotional plan.

COREQUISITE: 10104012 Principles of Marketing

10104172 Marketing Analysis

...expands the student's ability to analyze the impact of the external marketing environment, including demographic trends, competitive strategies, political/legal marketing factors, social/cultural marketing factors, economic marketing factors, and technological marketing factors, and global markets.

COREQUISITES: Microsoft Excel skills or equivalent

10104173 Market Research

...provides the student with the ability to tell the difference between primary and secondary data in the use of research methodologies.

COREQUISITE: 10104012 Principles of Marketing

10104194 Service Management

...prepares the student to differentiate product and service characteristics; apply the concept of service quality; assess the perceived value of customer satisfaction, and create a customer service strategy.

10105124 Portfolio Introduction

...prepares the student to develop a personal and professional portfolio, to identify self-awareness through various self-assessments and apply these results to the workplace and other environments, to write goal statements and understand their value, to develop an individual history of events and achievements, and to identify significant learning experiences throughout the student's life.

10105126 Career Assessment

...prepares the student to develop a career plan, write a resume, create a cover letter, prepare for an interview, search for work on the Internet, adapt a resume for an electronic scan, and post a resume and cover letter on the Internet.

COREQUISITE: 10105124 Portfolio Introduction

10105127 Portfolio Assessment

...prepares the student to identify what they have learned throughout the program, write career goals, re-examine their resume, research and collect project samples of their achievements, and analyze their achievements within the college core abilities and program outcomes.

PREREQUISITES: 10105124 Portfolio Assessment and 10105126 Career Assessment

10105132 Small Business Operations

...provides the student with the skills to prepare the components of a business plan, including product/service plan, management team, marketing analysis, operational analysis, operational plan, legal structure, marketing plan, and financial plan. The student will prepare and deliver a written/oral business plan.

10801195 Written Communication

...teaches the writing process, which includes prewriting, drafting, revising, and editing. Through a variety of writing assignments, the student will analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Keyboarding skills are required for this course. It also develops critical reading and thinking skills through the analysis of a variety of written documents.

10801198 Speech

...explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of the course.

10804123 Math w Business Apps

...covers real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.

PREREQUISITE: Accuplacer Math minimum score of 79 or Equivalent or 10804100 Math Proficiency

10809166 Introduction to Ethics: Theory and Application

...provides a basic understanding of the theoretical foundations of ethical thought. Diverse ethical perspectives will be used to analyze and compare relevant issues. Students will critically evaluate individual, social and/or professional standards of behavior, and apply a systematic decision-making process to these situations.

10809195 Economics

...provides the participant with an overview of how a market-oriented economic system operates, and it surveys the factors which influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues.

10809196 Sociology - Intro

...introduces students to the basic concepts of sociology: culture, socialization, social stratification, multiculturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues.

10809198 Intro to Psychology

...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings.