

Associate Degree - Two Years

Offered at the Green Bay campus, with an 18-month accelerated format also available for individuals with employment experience.

For information: (920) 498-5444. Toll-free: (800) 422-NWTC, ext. 5444.

Program Description

Marketing prepares students to perform basic marketing functions in industrial, wholesale, retail, and service areas. Specific areas of study are sales, promotion principles, market research, and customer service.

Program Outcomes

- Recommend a pricing plan.
- Evaluate alternative distribution strategies.
- Develop a product and service mix.
- Generate marketing information for effective decision making.
- Apply continuous improvement strategies to solve marketing problems.
- Assess emerging trends in global trade that impact business and marketing.
- Create a personal professional development plan.
- Manage resources and risks to contribute to profitability of the organization.
- Manage marketing within an enterprise.
- Apply technology to marketing and marketing information systems.
- Apply legal and ethical principles to personal, social, and professional behaviors.
- Develop long-term strategic marketing plans.
- Formulate selling strategies.
- Apply effective leadership skills.
- Design a promotion plan.

Requirements for Program Entry

- Completed application.
- High school transcript or equivalent (such as an HSED or GED® Transcript).
- NWTC Academic Skills Assessment or equivalent (See Academic Skills Assessment section for details and equivalents).
- Ability to use computer keyboard.
- Students should have mastered basic math skills. For a description of basic math, see Basic Education.

Employment Potential

A graduate of this program will have the potential for employment in the following areas:

Customer Service Representative: initiates follow-up work with current customers, processes and tracks customer orders, acts as an internal contact for customer inquiries as well as a liaison to field sales organizations, and uses telecommunications skills extensively.

Marketing Assistant: assists department head by performing similar duties; directs and coordinates department activities and functions in commercial, industrial, or service establishments; reviews and analyzes reports, records, and directives; confers with supervisory personnel; and performs administrative tasks such as pricing schedules.

Marketing Research Assistant: researches market conditions to determine potential sales of product or service, examines and assists in analyzing data to forecast future marketing trends, and prepares reports and graphic illustrations of findings.

Sales Promotion Coordinator: develops a calendar of promotional events, analyzes media utilization, reviews media rates and cost effectiveness, performs follow-up detail work on promotion implementation, coordinates internal communication, and develops internal promotional support material.

Sales Representative: sells mainly to other businesses such as factories, wholesalers, retailers, and institutions; sells business, financial, and consumer products and services; sets up displays; visits customers; does paperwork; writes correspondence; and studies literature relating to products.

With additional education and/or work experience, graduates may find other opportunities for employment.

- Business Owner
- Customer Service Manager
- Insurance Agent
- Marketing Manager
- Promotions Manager
- Real Estate Salesperson
- Sales Manager

Curriculum

The Marketing Associate Degree is a two-year, four-semester program. Upon graduation, a student will have completed 67 credits.

First Semester

Catalog No.	Description	Credits
10-102-158	Business-Intro	3
10-103-121	Micro: Word-Intro	1
10-103-131	Micro: Excel-Intro	1
10-103-141	Micro: Access-Intro	1
10-104-101	Selling Principles	3
10-104-110	Marketing Principles	3
10-801-195	Written Communication	3
10-804-123	Math w Business Apps	3
Semester Total		18

Second Semester

10-104-107	Marketing Comm-Integrated	3
10-104-124	Marketing Presentations	1
10-104-191	Customer Service Mgmt	3
10-104-198	Market Research	3
10-801-198	Speech	3
10-809-199	Psychology Of Human Relations	3
Semester Total		16

Third Semester

10-101-106	Accounting-for Non-Accountants	3
10-104-120	Marketing Info Mgmt	3
10-104-176	Consumer Behavior-Mktg	3
10-809-103	Think Critically & Creatively	3
10-809-172	Race Ethnic & Diversity	3
10-809-195	Economics	3
Semester Total		18

Fourth Semester

10-102-150	Law-Business	3
10-104-119	E-Business Web Marketing	3
10-104-125	Event Marketing	3
10-104-134	Marketing Internship	3
OR		
10-104-140	Marketing Field Study	3
10-104-189	Sales Management	3
Semester Total		15
Total Credits		67

This program is fully eligible for financial aid.

Please Note

- Some courses have prerequisites (listed at the end of each course description, if applicable) that need to be taken prior to enrolling in those courses.
- Many courses are offered via our Flexible Learning Options (online, accelerated, ITV, video, weekend, and self-paced) and may be taken in any order as long as prerequisites are met. To find out which program courses are offered through Flexible Learning Options, go to www.nwtc.edu or consult a counselor, (920) 498-5444.
- Descriptions of courses not found on this page can be found in the back of this catalog.

Course Descriptions

These courses provide an opportunity for students to develop the knowledge, skills, and understanding required for employment in this field.

10-101-106 ACCOUNTING: INTRO FOR NON-ACCOUNTANTS ...Teaching non-accountants to read, analyze, and interpret financial information for making informed business decisions. This class de-emphasizes the use of debits, credits, journal entries and other accounting procedures.

10-102-150 LAW-BUSINESS ...common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.

10-102-158 BUSINESS-INTRODUCTION ...organization/management process of human resources, production, operations, marketing, distribution, and finances; risk management; ethics/legalistic management; international business; accounting, computers, and data processing.

10-103-121 MICRO: WORD-INTRODUCTION ...word processing basics including creating, revising, formatting, and printing; sections, tabs, multiple-page numbering; manipulating text; creating headers/footers; creating and formatting tables, graphics, creating charts; applying styles; and merging documents. Requires Windows experience.

10-103-131 MICRO: EXCEL-INTRODUCTION ...creating a worksheet, enhancing worksheet appearance, moving and copying data, using formulas and functions, creating charts and using clip art. Requires Windows experience.

10-103-141 MICRO: ACCESS-INTRODUCTION ...creating and modifying database tables, compacting a database, managing records, defining table relationships, creating queries, calculations, and aggregate functions, sorting, and using form and report wizards. Requires Windows experience.

10-104-101 SELLING PRINCIPLES ...selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.

10-104-107 MARKETING COMMUNICATIONS-INTEGRATED ...creating, coordinating and integrating advertising, public relations and marketing activities for a specific customer or audience. A campaign will be developed and presented.

10-104-110 MARKETING PRINCIPLES ...marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.

10-104-119 E-BUSINESS WEB MARKETING ...traditional and electronic direct marketing strategies; methods include search engine management, direct marketing planning, database marketing, catalogs, telemarketing services, print, radio, television and direct mailing. (Prerequisite: 10-104-110 Marketing Principles)

10-104-120 MARKETING INFORMATION MANAGEMENT ...opportunity analysis, marketing research processes and data sources, forecasting sales of new and established products, master plan for a marketing strategy, and implementation and control of marketing programs.

10-104-124 MARKETING PRESENTATIONS ...the use of Microsoft PowerPoint as a tool to create effective, professional-looking marketing presentations.

10-104-125 EVENT MARKETING ...planning, promotion execution, and evaluation of special events (entertainment, industry, meeting/convention). Students will work toward the actual staging of an event (will require time outside of the classroom setting).

10-104-134 MARKETING INTERNSHIP ...training in an appropriate setting through actual work experience and observation.

10-104-140 MARKETING FIELD STUDY ...alternative to the internship: in-depth study of an industry, business, career, or project.

10-104-176 CONSUMER BEHAVIOR-MKTG ...motivation and personality, information processing, life styles, group influences, post-purchase behavior, and other behaviors related to marketing.

10-104-189 SALES MANAGEMENT ...sales-force organization, staffing, and operations; recruiting and processing applicants; training programs; motivating; compensation; forecasting and budgeting; territories and routing; quotas; evaluating performance; and decision-making through case study analysis.

10-104-191 CUSTOMER SERVICE MANAGEMENT ...develop professional telephone etiquette, explore customer service work environments, identify and analyze customer service failures, resolve problems cost effectively, set complaint policies, and develop communication techniques to handle complaining customers.

10-104-198 MARKET RESEARCH ...identifying problems and formulating problem hypothesis, situation analysis, informal investigation and secondary research, project objectives, primary research, sampling, questionnaires, interviews, processing the written report, and conclusions and data analysis.