Advertising Specialist

Program Code: 31-104-1 | Downtown Milwaukee, Mequon, Oak Creek campuses (Also offered online)

Learn the latest advertising trends and technologies and gain an understanding of the relationship between the business world and the changing characteristics of commercial and consumer markets.

Workplace Competencies
Employers will expect graduates to:
• Develop strategies to anticipate and satisfy market needs
• Promote products, services, images and/or ideas to achieve a desired outcome
• Evaluate information through the market research process to make business decisions
• Apply advertising technologies

Career Outlook
Opportunities for employment in advertising and promotion are expected to increase faster than the average for all occupations through 2020.

After earning this diploma, the credits can be applied to completing the Marketing Management associate degree.

Admission Requirements
• A high school diploma or GED
• Demonstration of proficiency in basic skills through a course placement assessment
• Basic computer skills

Start dates: August and January
Possible Careers

• Advertising Creative and Account Manager
• Business-to-Business Marketing
• Business-to-Consumer Marketing
• Sales Promotion and Event Marketing

Related Programs

• Fashion/Retail Marketing
• Marketing Management
• Sales Specialist
• Social Media Specialist

Advertising Specialist Curriculum

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMPSW-106</td>
<td>Introduction to MS Office</td>
<td>3</td>
</tr>
<tr>
<td>ENG-151</td>
<td>Communication Skills 1 ‡</td>
<td>3</td>
</tr>
<tr>
<td>(or) ENG-201</td>
<td>English 1</td>
<td></td>
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<tr>
<td>MKTG-102</td>
<td>Marketing Principles</td>
<td>3</td>
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<tr>
<td>MKTG-104</td>
<td>Selling Principles</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-125</td>
<td>Advertising ‡</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-173</td>
<td>Marketing Research ‡</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-134</td>
<td>Integrated Marketing Communications ‡</td>
<td>3</td>
</tr>
<tr>
<td>RBUS-111</td>
<td>Business Communications ‡</td>
<td>3</td>
</tr>
<tr>
<td>(or) MGTDEV-195</td>
<td>Managerial Communications</td>
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<tr>
<td>MKTG-129</td>
<td>Advertising Campaign Strategies ‡</td>
<td>3</td>
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</tbody>
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TOTAL CREDITS: 27

‡ Prerequisite required.
Curriculum requirements are subject to change.

For more information, go to matc.edu/business/index.cfm
To apply for financial aid, visit fasfa.ed.gov
School Code: 003866