Marketing Specialist

TECHNICAL DIPLOMA

Program Code: 30-104-9 | Downtown Milwaukee, Oak Creek campuses (Also offered online)

Develop a broad cross-section of valuable knowledge, skills and abilities in marketing, sales, advertising, marketing research and career planning. You will learn to develop integrated marketing programs and use new technologies. Coursework enables students to focus on sales management, social media marketing or retail marketing. Courses are offered on campus and online. Credits earned may be applied to the Marketing Management associate degree program.

Career Outlook

Opportunities for employment in marketing-related fields are expected to increase faster than the average for all occupations through 2020.

Workplace Competencies

Employers 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
- Prepare selling strategies
- Apply marketing technologies

Admission Requirements

- A high school diploma or GED
- Demonstration of basic skills through a course placement assessment
## Marketing Specialist Curriculum

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</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>MKTG-104</td>
<td>Selling Principles</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-102</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-173</td>
<td>Marketing Research ‡</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-151</td>
<td>Business Career Management</td>
<td>1</td>
</tr>
<tr>
<td>MKTG-125</td>
<td>Advertising ‡</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-185</td>
<td>Negotiation Skills for Business</td>
<td>3</td>
</tr>
<tr>
<td>MKTG-160</td>
<td>Sales Management ‡</td>
<td>3</td>
</tr>
<tr>
<td>(or) EBUS-118</td>
<td>Social Media Technologies</td>
<td></td>
</tr>
<tr>
<td>(or) EBUS-165</td>
<td>Web and Social Media Marketing</td>
<td></td>
</tr>
<tr>
<td>(or) MKTG-124</td>
<td>Apparel Marketing</td>
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</tr>
<tr>
<td>(or) MKTG-106</td>
<td>Retail Management</td>
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</tbody>
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**TOTAL CREDITS:** 25

‡ Prerequisite required. Program curriculum requirements are subject to change.

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

## Possible Careers
- Advertising Creative and Account Management
- Business-to-Business Marketing
- Business-to-Consumer Marketing
- Internet and Social Media Marketing
- Professional Selling and Sales Management
- Sales Promotion and Event Marketing

## Related Programs
- eBusiness Strategist
- Marketing Management
- Social Media Strategist
- Supervisory Management – Accelerated
- Supply Chain Management

For more information: matc.edu or 414-297-MATC
Wisconsin Relay System 711

Downtown
Milwaukee Campus
700 West State Street

Mequon Campus
5555 West Highland Road

Oak Creek Campus
6665 South Howell Avenue

West Allis Campus
1200 South 71st Street