



Marketing – Online

Accelerated

ASSOCIATE DEGREE

Program Code: 10-104-3

Offered entirely online

Designed for the adult learner, you can complete this degree entirely online in 16 months of full-time study (fall, spring, summer, fall) by combining accelerated online Marketing courses with online support and general studies courses.

Career Outlook

Marketing is a U.S. Department of Labor “Bright Outlook” career with expected growth of 5% to 9% through 2026.

You can earn the Digital Marketing and Integrated Communications technical diploma and Sales and Customer Experience technical diploma on the way to completing this degree.

Program Learning Outcomes

- 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

Admission Requirement

- A high school diploma or GED



Business & Management
MILWAUKEE AREA Technical College

matc.edu | 414-297-MATC

Start date: August

For complete information, go to
matc.edu/course-catalog/business-management

To apply for financial aid, visit fafsa.gov School Code: 003866

COURSES	Credits
BADM-106 MS Office for Business Applications	3
ENG-195 Written Communication ‡ ^	3
(or) ENG-201 English 1 ‡	
MKTG-102 Marketing Principles ^ *	3
MKTG-104 Selling Principles *	3
ACCTG-110 Financial Accounting	3
MATH-107 College Mathematics ‡	3
(or) Any 200-level MATH course	
MKTG-125 Advertising: Brands and Campaigns ^	3
MKTG-173 Marketing Research/Analytics ^ *	3
MKTG-198 Visual Media Marketing ^	3
BADM-110 Business Communications With Technology	3
ECON-195 Economics.....	3
(or) Any 200-level ECON course	
ENG-197 Technical Reporting ‡	3
(or) Any 200-level ENG course	
MKTG-118 Social Media Marketing ^	3
MKTG-165 Digital Marketing ^.....	3
PSYCH-199 Psychology of Human Relations	3
(or) Any 200-level PSYCH course	
BADM-134 Business Organization and Management.....	3
MKTG-106 Retail and Consumer Marketing ‡*	3
MKTG-107 Customer Experience *	3
MKTG-134 Integrated Marketing Communications ^...3	
MKTG-144 Client Services ^ *	3
MKTG-175 Marketing Internship ‡.....	1
TOTAL CREDITS: 61	

‡ Prerequisite required.

^ Counts toward earning the Digital Marketing and Integrated Communications technical diploma.

* Counts toward earning the Sales and Customer Experience technical diploma.

Program curriculum requirements are subject to change.

This Associate in Applied Science program will transfer to one or more four-year institutions.

Current MATC students should consult their Academic Program Plan for specific curriculum requirements.

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
- Brand Ambassador
- Social Media Manager
- Marketing Assistant

(For full description, see matc.edu.)

Related Programs

- Digital Marketing and Integrated Communications
- Sales and Customer Experience



10% Post Consumer Recycled



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

**MATC Education Center
 at Walker's Square**
 816 West National Avenue, Milwaukee