

Marketing – Online Accelerated

PROGRAM CODE: 10-104-3



Associate Degree

**Location:** Online Campus**Start Dates:** August and January**Admission Requirement:** High school diploma or equivalent**Financial Aid Eligible:** Yes. Use code 003866 at fafsa.gov.

Program Description

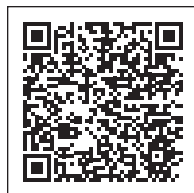
Develop a broad base of industry-required knowledge and abilities in advertising, sales, promotion, marketing research, digital marketing, social media, client services and customer experience planning.

Career Outlook

This program is a Department of Labor “Bright Outlook Career” with expected growth of 10% over the next 10 years.

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.



Complete Program Details

QUESTIONS? 414-456-5323, 414-297-8903 or leadpathway@matc.edu

COURSES

CREDITS

BADM-106	MS Office for Business Applications	3
ENG-195	Written Communication ‡ ^ (or) ENG-201 English 1 ‡	3
MKTG-102	Marketing Principles ^ *	3
MKTG-104	Selling Principles *	3
ACCTG-110	Financial Accounting	3
MATH-107	College Mathematics ‡ (or) Any 200-level MATH course	3
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..... (or) Any 200-level ECON course	3
ENG-197	Technical Reporting ‡ (or) Any 200-level ENG course	3
MKTG-118	Social Media Marketing ^	3
MKTG-165	Digital Marketing ^	3
PSYCH-199	Psychology of Human Relations..... (or) Any 200-level PSYCH course	3
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

CREDITS

Total credits needed to complete this degree

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.

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

MATC courses are offered in person, entirely online or partially online.

Check each course's delivery options in Self-Service at selfservice.matc.edu.