

Digital Marketing and Integrated Communications Technology

PROGRAM CODE: 31-104-9

TD

Technical Diploma



Location: Downtown Milwaukee Campus, 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 cross-section of knowledge, skills and abilities in digital marketing, advertising, marketing research, analytics, social media, client services and integrated marketing communications.

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 integrated content strategies.
- Utilize various digital marketing tools and analytics.



Complete Program Details

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

COURSES

COURSES	CREDITS
ENG-195 Written Communication ‡ (or) ENG-201 English 1 ‡	3
MKTG-102 Marketing Principles.....	3
MKTG-118 Social Media Marketing.....	3
MKTG-165 Digital Marketing.....	3
MKTG-173 Marketing Research/Analytics.....	3
MKTG-125 Advertising: Brands and Campaigns.....	3
MKTG-134 Integrated Marketing Communications.....	3
MKTG-144 Client Services.....	3
MKTG-198 Visual Media Marketing.....	3

CREDITS

Total credits needed to complete this diploma

27

‡ Prerequisite required.

All courses in this program count toward the Marketing associate degree.

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.