



Digital Marketing and Integrated Communications

TECHNICAL DIPLOMA

Program Code: 31-104-9

Downtown Milwaukee, Mequon, Oak Creek campuses (Also offered online)

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

Digital marketing is a U.S. Department of Labor "Bright Outlook" career with expected growth of 5% to 9% through 2026.

After earning this technical diploma, your credits can be applied to completing the Marketing associate 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 integrated content strategies
- Utilize various digital marketing tools and analytics

Admission Requirement

- A high school diploma or GED



Business & Management
MILWAUKEE AREA Technical College


For complete information, go to matc.edu/course-catalog/business-management
To apply for financial aid, visit fafsa.gov School Code: 003866

COURSES	Credits
ENG-195 Written Communication ‡ 3 (or) ENG-201 English 1 ‡	
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	
TOTAL CREDITS: 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.

- Possible Careers
- Internet and Social Media Marketing
 - Digital Marketing Manager
 - Digital Strategist
 - Internet Marketing Specialist
 - SEM Specialist
 - SEO Specialist
 - Web Marketing Specialist
 - Campaign Manager
 - Ecommerce Content Specialist
 - Email Marketing Strategist
 - Analyst Relations Specialist
 - Marketing Communications Specialist
 - Media Relations Coordinator
- Related Program
- Marketing





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