DIGITAL MARKETING PROMOTIONS

Technical Diploma
Program Code: 30-104-8
Total Credits: 18

The Digital Marketing Promotions technical diploma prepares students to communicate with customers with an emphasis on the use of technology and digital media. Graduates are able to use graphic design and video editing software to create a variety of promotional materials to be used by traditional or online businesses. Courses are taught using hands-on projects that create marketing content using Adobe Photoshop, Illustrator, and InDesign for visual design. You'll also use Adobe Premiere to design and create videos. Finally, an emphasis is placed on planning and developing social media content, learning best practices for email marketing, implementing a variety of techniques for effective search engine marketing (SEM), and the use of analytics for better decision making.

Estimated tuition and fees: mstc.edu/programcosts

ACADEMIC ADVISOR
To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit **mstc.edu/advising**.

CHECKLIST:
This section will be completed when meeting with your academic advisor.

- ❑ FAFSA (www.fafsa.gov)
- ❑ Financial Aid Form(s)
  Form(s): _____
- ❑ Follow-Up Appointment:
  Where: _____
  When: _____
  With: _____
- ❑ Official Transcripts
  Mid-State Technical College
  Student Services Assistant
  1001 Centerpoint Drive
  Stevens Point, WI 54481
- ❑ Other: _____
  _____

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MID-STATE TECHNICAL COLLEGE

ADAMS CAMPUS
401 North Main
Adams, WI 53910

MARSHFIELD CAMPUS
2600 West 5th Street
Marshfield, WI 54449

STEVENS POINT CAMPUS
1001 Centerpoint Drive
Stevens Point, WI 54481

WISCONSIN RAPIDS CAMPUS
500 32nd Street North
Wisconsin Rapids, WI 54494

HIGH SCHOOL STUDENT

COLLEGE TRANSFER

RETURNING ADULT

CREDIT FOR PRIOR LEARNING AND EXPERIENCE

CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at **mstc.edu/cpl**.

CERTIFICATE

ADOBE SUITE
Certificate • 6 Credits

SOCIAL & MOBILE MARKETING
Certificate • 6 Credits

FUNDAMENTALS OF BUSINESS ADMINISTRATION
Certificate • 9 Credits

For more information and additional opportunities, visit **mstc.edu/career-accelerator**.

TECHNICAL DIPLOMA

DIGITAL MARKETING PROMOTIONS
Technical Diploma • 18 Credits

Start Your Career
- Digital Marketing Coordinator
- Marketing Assistant
- Social Media Specialist

SALES SPECIALIST
Technical Diploma • 18 Credits

Start Your Career
- Customer Service Representative
- Field Sales Representative
- Sales Merchandise

ASSOCIATE IN APPLIED SCIENCE (AAS)

DIGITAL MARKETING
Associate in Applied Science (AAS) • 63-64 Credits

Start Your Career
- Account Representative
- Advertising and Promotions Manager
- Marketing Coordinator

BACHELOR'S DEGREE

BACHELOR'S DEGREE OPTIONS
Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Herzing University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, University of Maryland Global, University of Phoenix, UW-Green Bay, UW-Oshkosh, UW-Stevens Point, UW-Stevens Point at Marshfield, UW-Stout, UW-Whitewater, Western Governors University, and Wisconsin Private–Nonprofit Universities/Colleges.

For more information and additional opportunities, visit **mstc.edu/transfer**.

OUTCOMES

Employers will expect you, as a Digital Marketing Promotions graduate, to be able to:

- Apply digital marketing principles.
- Create digital marketing content.
- Promote products and services.
- Create digital marketing content for product, services, images, and ideas.
- Integrate tools and technology for digital marketing initiatives.

TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Students who successfully complete Social Media Marketing, Adobe Visual Design, and Adobe Video Design will fulfull the TSA requirement.

STUDENT HANDBOOK

Visit **mstc.edu/studenthandbook** to view Mid-State's student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State's Student Code of Conduct, and technology.

GRADUATION REQUIREMENT

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. (Not counted in the total credit value for this program.) Some students are exempt from this requirement. Please see your program advisor for more information.

GPS for Student Success ☑
10890102 ....1 credit
Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

ADDITIONAL COURSES AS NEEDED

The following courses may be recommended or required if the student does not achieve minimum Accuplacer scores.

College Reading and Writing 1
10831104 ....3 credits
Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

Pre-Algebra
10834109 ....3 credits
Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

SAMPLE PART-TIME CURRICULUM OPTION

Term		9 credits
10104102	Marketing Principles ☑	3
10104108	Adobe Visual Design	3
10104180	Internet and Mobile Marketing	3
Term		**9 credits**
10104107	Social Media Marketing	3
10104109	Adobe Video Design	3
10104121	Fundamentals of Marketing Communications ☑	3
		Total credits 18

☑ This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at **mstc.edu/cpl** or contact your advisor for details.

Please Note:
- This program can be completed entirely online.
- Students complete a full-time course load over a 16-week term. This term may include a combination of classes taken in an 8-week session and classes taken over the full 16-week term.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to **mstc.edu/schedule**.

COURSE DESCRIPTIONS

Adobe Video Design
10104109...3 credits
This course develops marketing communication skills in digital video production. Topics include collaboration, design, video production, and audio production using Adobe Premier. Learners will develop skills in storytelling, capturing and editing video and audio, and finalizing content for use in social media, web, and other marketing mediums. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

Adobe Visual Design
10104108...3 credits
Provides a project-based, marketing-focused exploration of key Adobe graphic design products to include Photoshop, InDesign, and Illustrator. Students are instructed on document setup, creation techniques, and file formats for both digital and print media required for marketing communications. An introduction to the application of imagery, typography, and color management will also be included. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

Fundamentals of Marketing Communications ✍
10104121...3 credits
This course prepares the learner to create and manage a wide range of internal and external organizational communications. Learners will be instructed on the interpersonal communication techniques required for success as a marketing professional. Topics will include preparing professionally written content, effectively using verbal and non-verbal communication in a business setting, developing a professional appearance and polish, presentation techniques for the creation and delivery of complex marketing materials, writing press releases, managing crises, and speaking with the media.

Internet and Mobile Marketing
10104180...3 credits
Introduces the fundamentals and methodologies for developing effective, Internet-based, digital marketing strategies. Specific areas of focus include search engine marketing (SEM) and optimization (SEO), pay-per-click (PPC), website analytics, webpage and content optimization, and best practices for online advertising and email marketing. Additionally, mobile marketing topics such as developing a mobile strategy, planning a mobile web presence, and the effective use of mobile apps and tactics are explored. This course will prepare students to complete the Google AdWord Certification.

Marketing Principles ✍
10104102...3 credits
This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

Social Media Marketing
10104107...3 credits
Addresses how social media has transformed marketing communications from traditional mass media to individualized marketing. Using a variety of social media tools and platforms, this class explores the different methodologies for social media marketing. Topics include creating social media, integrating social media as part of a marketing campaign, the concept of viral marketing, measuring social media success through analytics, and how organizations and individuals have successfully applied this form of marketing.