



Marketing

ASSOCIATE OF APPLIED SCIENCE



Effective
2020-2021

The course sequence is the recommended path to completion upon graduation from eCampus Academy. All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan as it transfers to Gateway Technical College or UW-Whitewater.

F = Fall, S = Spring, SU = Summer

Term	Course #	Cr.	Course Title	Requisites (prereq-before/coreq-with)	Online
1	890-155	1	☑ Gateway to Success (G2S)		F
1	*104-101	3	🎓 Marketing Principles		F
1	*104-104	3	🎓 Selling Principles		F
1	801-136	3	English Composition 1	Prereq: 831-103 OR 831-107	F
1	103-143	3	Computers for Professionals		F
2	*104-105	3	🎓 Promotion Principles		S
2	*102-137 OR *102-160	3	Introduction to Business OR Business Law		S
2	*104-194	3	International Marketing	Coreq: 801-136; 804-135	S
2	804-134	3	Quantitative Reasoning	Prereq: 834-109	S
3	801-196 OR 801-198	3	Oral/Interpersonal Communication OR Speech		SU
3	809-198	3	Psychology, Introduction to	Prereq: 838-105 OR 831-107	SU
4	*104-133	3	Social Media Strategies		F
4	*104-109	3	Marketing/Sports & Event Intro		F
4	*104-173	3	Marketing Research	Prereq: 104-194; 801-136; 804-135	F
4	809-172	3	Diversity Studies, Introduction to	Prereq: 838-105 OR 831-107	F
5	*104-137	3	Digital Marketing		S
5	101-112 OR 101-114	3 4	Accounting for Business OR Accounting Principles		S
5	*104-115	3	Marketing Capstone/Internship	Prereq: Instructor Consent; 104-173; 801-136; 804-135	S
5	*104-172	3	Marketing Management	Prereq: 104-173; 801-136; 804-135	S
6	809-143	3	Microeconomics	Prereq: 838-105 OR 831-107	SU
6	XXX-XXX	3	Elective Course	Take 3 credits at the associate degree level. Suggested electives listed on back.	SU

Minimum Program Total Credits Required: 61

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- ☑ = Mastery of this course will put students on a path to achieve successful degree completion, on-time graduation and enrich the college experience. Students are required to take this course in their first semester of enrollment. Please see an advisor for details.
- 🎓 = Milestone Course. Faculty have identified this course as providing a strong foundation for success throughout the program.
- (*) indicates students must achieve a combined average of 2.0 ("C") or above for these major courses to meet graduation requirements.





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Marketing is a two-year associate degree program if taken full-time. Project-based learning applications prepare graduates for work in marketing and sales positions with opportunities to advance throughout their career. Students will develop an understanding of marketing strategies for consumers and business customers. Marketing skills acquired are in the emerging areas of promotion, sales, digital, social media, data analysis, and business strategies along with the creation of a complete written marketing plan.

Program Learning Outcomes

Graduates will be able to:

1. Communicate effectively in a professional environment.
2. Develop strategies to anticipate and satisfy market needs.
3. Promote products, services, images, and/or ideas to achieve a desired outcome.
4. Evaluate information through the marketing research process.
5. Prepare selling strategies.

Essential Career Competencies

Gateway's six essential career competencies are the general attitudes and skills promoted and assessed by all programs. All Gateway graduates will develop skills in:

- Communication Competence
- Professionalism and Career Management
- Cultural Competence
- Critical Thinking and Problem Solving
- Teamwork and Collaboration
- Technology Competence

Suggested Electives:

105-106 Business Communications	102-160 Business Law
145-119 Entrepreneurship	104-127 Retailing
204-105 Computer Illustration and Drawing Tech	

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