



eCampus Academy
Watertown Unified School District
111 Dodge Street
Watertown, WI 53094
(920) 262-1420
ecampusacademy.org

MARKETING PATHWAY – Course Descriptions

Computers for Professionals - Course Number: 103-143 **Credits:** 3.00

This course introduces students to the use of a PC. Through hands-on practice, students will manage files, communicate using e-mail, and use the Internet, word processing, spreadsheet, and presentation software. Students must use the version of Microsoft Office software in use at Gateway Technical College. Basic keyboarding skills are recommended.

English Composition 1- Course Number: 801-136 **Credits:** 3.00

This course is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents.

Gateway to Success - Course Number: 890-155 **Credits:** 1.00

In this course, students explore the Gateway Technical College community. They examine college resources and services, investigate skills that lead to academic success, and identify strategies for achieving educational and personal goals.

Marketing Principles - Course Number: 104-101 **Credits:** 3.00

This is a foundational course that introduces students to the principles of marketing. The course explores the entire marketing mix including: segmentation, targeting, positioning, marketing research, consumer behavior, Product development, pricing policies, distribution and overview of promotion. This course provides a comprehensive overview of the exciting world of marketing.

Selling Principles - Course Number: 104-104 **Credits:** 3.00

Principles of Selling provide the student with a basic understanding of the consultative selling process. This course will build a solid understanding of the steps in the professional sales process, examining the characteristics of a successful salesperson, buyer behavior, communication styles, and ethics. Class discussions of actual selling problems will be encouraged in addition to solving case problems, scenario role plays, and student's sales presentations.

Business Requirement - Course Number: OPTION-BUSI.1A **Credits:** 3.00

Please complete 102-137 Introduction to Business or 102-160 Business Law. This is for informational purposes only. Once you register for your course, you can delete this block from your timeline.

International Marketing - Course Number: 104-194 **Credits:** 3.00

The course is a study in the marketing of goods and services at the Global level. The international uncontrollable variables of marketing are analyzed along with emphasis on market development, marketing research, product planning, international distribution, promotion, and pricing. Students explore how marketing strategies and tactics must be managed and adapted for success in different cultural, economic, geographic and political environments around the world.

Promotion Principles - Course Number: 104-105 **Credits:** 3.00

Students are introduced to the theory and practice of integrated marketing communications. This course is designed to provide an understanding of the promotional elements; advertising, direct marketing, public relations, sales promotion, and digital marketing with emphasis placed on implementation of integrated marketing communications (IMC) in planning marketing and promotional programs.



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Quantitative Reasoning - Course Number: 804-135 Credits: 3.00

This course is intended to develop analytic reasoning and the ability to solve quantitative problems. Topics to be covered may include: construction & interpretation of graphs; descriptive statistics; geometry & spatial visualizations; math of finance; functions and modeling; probability; and logic. Appropriate use of units and dimensions, estimates, mathematical notation, and available technology will be emphasized throughout the course.

Communication Requirement - Course Number: OPTION-COMM.1A Credits: 3.00

Please complete 801-196 Oral/Interpersonal Communication or 801-198 Speech. This is for informational purposes only. Once you register for your course, you can delete this block from your timeline.

Introduction to Psychology - Course Number: 809-198 Credits: 3.00

This course introduces students to some of the major theories and topics of psychology, including the physiological basis of behavior, personality and learning theories, memory, states of consciousness, stress, research methods, intelligence, human development, psychopathology, and social behavior.

Introduction to Diversity Studies - Course Number: 809-172 Credits: 3.00

Race, Ethnic, and Diversity Studies is a course that draws from several disciplines to reaffirm the basic American values of justice and equality by teaching a basic vocabulary, a basic history of immigration and conquest, principles of transcultural communication, legal liability, and the value of aesthetic production to increase the probability of respectful encounters among people. In addition to an analysis of majority/minority relations in a multicultural context, the topics of ageism, sexism, gender differences, sexual orientation, people with disabilities, and the Americans with Disabilities Act (ADA) are explored. Ethnic relations are studied in global and comparative perspectives.

Marketing Research - Course Number: 104-173 Credits: 3.00

Businesses today need current, accurate information upon which to base their decisions. We will study the types and sources of data as well as the methods of organizing that data into usable readable information for marketing decisions. We will apply our learning by developing a marketing research project.

Marketing: Sports and Event Introduction - Course Number: 104-109 Credits: 3.00

This course will provide students with an awareness of the careers available within sport/ event marketing industry and enable them to learn the introductory skills necessary to pursue employment in the field. A basic understanding of sports and event marketing followed with exposure to the major components of the industry will be covered. Students will also maintain an awareness of current trends and happenings in the industry.

Social Media Strategies - Course Number: 104-133 Credits: 3.00

In this course, learners explore social media marketing and determine how these media are revolutionizing the marketing landscape today. Learners integrate social media to increase brand awareness, identify key audiences, and generate leads. Upon successful completion of the course, learners will be able to use social media strategies to build meaningful relationships with customers.

Accounting Requirement - Course Number: OPTION-ACCT.1A Credits: 3.00

Please complete 101-112 Accounting for Business or 101-114 Accounting Principles. This is for informational purposes only. Once you register for your course, you can delete this block from your timeline.

Digital Marketing - Course Number: 104-137 Credits: 3.00

In this course, learners investigate marketing through digital channels. Using electronic devices, learners investigate mobile applications, email, and web applications. They examine how web design, Search Engine Optimization (SEO), and reputation management are applied to digital promotion. Upon completion of the course, learners will be able to initiate, manage, and evaluate digital marketing strategies for a business.



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Marketing Capstone/Internship - Course Number: 104-115 Credits: 3.00

This course will allow you to prepare for entering the career of marketing. You will create and update career credentials (resume and portfolio) that will be necessary to compete in an employment market. To further enhance your employability, you will be able to demonstrate your marketing skills in an applied internship.

Marketing Management - Course Number: 104-172 Credits: 3.00

This course is an expanded look at issues and trends in the field of marketing. This course provides the student with decision-making activities that are involved with marketing management. Emphasis is placed marketing opportunities and strategies used in the marketing mix. Students will develop a comprehensive marketing plan.

Marketing Elective - Course Number: OPTION-E104.3 Credits: 3.00

Complete three elective credits. The suggested electives are: 105-106 Business Communications; 145-115 Entrepreneurship; 204-105 Computer Illustration and Drawing Tech; 102-160 Business Law; or 104-127 Retailing This is for informational purposes only. Once you register for your course, you can delete this block from your timeline.

Microeconomics - Course Number: 809-143 Credits: 3.00

This course examines the behavior of individual decision makers, primarily consumers and firms. Topics include choices of how much to consume and to produce, the functioning of perfectly and imperfectly competitive markets, the conditions under which markets may fail, and arguments for and against government intervention. The student applies the fundamental tools of economics to real world problems.