

Marketing



Possible Careers

- Customer Service Representative
- Merchandising Assistant
- Sales Representative
- Retail Department/Store Manager
- Marketing Coordinator
- Market Research Assistant
- Public Relations Assistant

Salary Information

Average wage was \$13.57 an hour for 2007 Wisconsin Technical College Marketing graduates. Average annual salary was \$30,288.

Associate Degree – 65 credits

Marketing involves a variety of business activities that move goods and services from the producer to the consumer/user. Effective marketing is essential to the success of a business. Over one-third of the nation's work force utilize marketing activities.

The Marketing program provides a broad background of business skills needed for effective marketing. Students learn the principles, practices, and concepts of marketing and management that are directly involved with selling, buying, promotion, customer relations, financing, displaying, physical distribution, and entrepreneurship. This program is designed to be taken in either a part-time or full-time format.

Marketing

Marketing Degree Program Outcomes

- 1) Create a complex marketing plan, including an integrated marketing communications plan, based on a thorough needs analysis for a product or service.
- 2) Evaluate a variety of marketing strategies.
- 3) Analyze marketing information using criteria needed for effective decision making.
- 4) Deliver a sales presentation.
- 5) Present professional image by communicating effectively and confidently in written and verbal formats.
- 6) Apply team and leadership skills to solve marketing problems.
- 7) Apply technology to the four areas of marketing.

Career Outlook

Career opportunities are found in all sizes and types of business and industry including retail and wholesale establishments, manufacturing firms, and governmental agencies.

Transfer Nicolet Credits to a Bachelor's Degree

Students who complete the Marketing associate degree can transfer their credits to a number of different four-year colleges and universities that award bachelor's degrees. For a complete list of the transfer agreements, visit the Marketing web page at www.nicoletcollege.edu.

Nicolet also offers a short-term Marketing Specialist Certificate.

Curriculum	Credits
10-102-100 Business Organization & Management.	3
10-103-115 MS Word, Beginning	1
10-103-126 MS Excel, Beginning.	1
10-103-141 MS PowerPoint, Beginning.	1
10-104-111 *Marketing Principles	3
10-801-195 Written Communications	3
10-804-123 Math with Business Applications.	3
10-101-140 Survey of Accounting	3
10-102-120 Business Law	3
10-103-127 MS Excel, Intermediate.	1
10-102-130 Principles of Management	3
10-801-196 Oral/Interpersonal Communications.	3
10-809-195 Economics	3
10-104-120 *Principles of Selling.	3
10-102-110 Business Statistics	3
10-102-112 Business Ethics	3
10-104-135 *Promotion	3
10-809-197 Contemporary American Society	3
10-103-128 MS Excel, Advanced.	1
10-104-112 *Marketing Management	3
10-104-140 *Web Marketing.	3
10-801-197 Technical Reporting	3
10-104-175 * Marketing Internship/Capstone	3
10-809-199 Psychology of Human Relations	3
10-104-145 *Marketing Research.	3
	65
Accuplacer Placement - Writing Skills	93+
Accuplacer Placement - Reading Skills	88+
Accuplacer Placement - Numerical Skills	83+

Marketing students can earn certificates to achieve recognition for a series of program courses before they earn the Marketing degree.

*Students must have a grade of "C-" or better to progress in core courses in the following semester and a grade of "C-" or better in all core courses to graduate. A minimum cumulative G.P.A. 2.0 is required for graduation. **Bold indicates courses with prerequisites.** Be sure to check course descriptions for course sequences and prerequisites.



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