



Marketing (10-104-3)
Associate of Applied Science
Effective 2024/2025

The course sequence shown on this sheet is the recommended path to completion. Courses will be scheduled in the terms indicated here. All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan. Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.).

O = Online, R-D = Racine/days, E-D = Elkhorn/days, F=Fall, S=Spring, SU=Summer

Term	Course #	Cr.	Course Title	Requisites (prereq- before/ coreq-with)	O	R-D	E-D
1	890-155	1	Gateway to Success (G2S)		F	F	F
1	*104-101	3	Marketing Principles		F	F	F
1	*102-137	3	Introduction to Business		F	F	F
	OR	3	OR				
	*102-160		Business Law ²				
1	801-136	3	English Composition 1 ^{1,2}	Prereq: 831-103 OR 851-757	F	F	F
1	103-143	3	Computers for Professionals ²		F	F	F
2	*104-104	3	Selling Principles		S	S	S
2	*104-105	3	Promotion Principles		S	S	S
2	*104-194	3	International Marketing		S	S	S
2	804-135	3	Quantitative Reasoning ^{1,2}	Prereq: 834-109	S	S	S
3	801-196	3	Oral/Interpersonal Communication		SU	SU	SU
	OR	3	OR				
	801-198		Speech ²				
3	809-198	3	Psychology, Introduction to ^{1,2}	Prereq: 838-105 OR 851-757	SU	SU	SU
4	*104-133	3	Social Media Strategies		F	F	F
4	*104-109	3	Marketing/Sports & Event Intro		F	F	F
4	*104-173	3	Marketing Research		F	F	F
4	809-172	3	Diversity Studies, Introduction to ^{1,2}	Prereq: 838-105 OR 851-757	F	F	F
5	*104-137	3	Digital Marketing		S	S	S
5	101-112	3	Accounting for Business		S	S	S
	OR	4	OR				
	101-114		Accounting Principles ²				
5	*104-115	3	Marketing Capstone/Internship	Prereq: Instructor Consent	S	S	S
5	*104-172	3	Marketing Management	Prereq: 801-136; 804-135	S	S	S
6	809-143	3	Microeconomics ^{1,2}	Prereq: 838-105 OR 851-757	SU	SU	SU
6	XXX-XXX	3	Elective Course	Take 3 credits at the associate degree level. Suggested electives listed on back.	SU	SU	SU

Minimum Program Total Credits Required: 61

Notes associated with courses (identified by a superscript number at the end of the course title) are located on the back of the sheet.
 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.

Marketing (10-104-3)

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. Develop strategies to satisfy market needs.
2. Promote products to achieve a desired outcome.
3. Analyze market research to inform business decisions.
4. Apply 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

Admission Requirements

1. Students must submit an application and pay \$30 fee.
2. Students must meet one of the following: minimum cumulative high school GPA of 2.6 (unweighted); earned at least 12 college credits with a minimum GPA of 2.0; or complete valid reading, writing, and math placement assessments

Graduation Requirements

- Minimum 61 credits with a cumulative GPA of 2.0 or above.
- *Average of 2.0 ("C") or above for these major courses.
- Complete 890-155 Gateway to Success (G2S) in the first semester.

For a complete list of Graduation Requirements, check the Student Handbook or [Graduation Requirements](#).

Suggested Electives

105-106 Business Communications	102-160 Business Law
145-119 Entrepreneurship	104-127 Retailing
201-101 Computer Illustration and Drawing Tech	

Notes

1. Satisfactory college placement results (through multiple measures or placement test scores) or successful remediation is required prior to enrollment. See an advisor for details.
2. A credit for prior learning assessment is available for this course. For more information, please contact cfpl@gtc.edu
3. Some courses are standard length for a semester while others are offered in an accelerated format.
4. Students will complete 144 hours of paid or unpaid internship work at an approved business.

Accreditation Statement

Gateway Technical College's Marketing program is fully accredited and in good standing with the Accreditation Council for Business Schools and programs [www.acbsp.org].

Accreditation Council for Business Schools and Programs (ACBSP)
11520 West 119th Street
Overland Park, KS 66213
Phone: (913) 339-9356
www.acbsp.org

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for one year or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult My Gateway for exact fee amounts. Occasionally, the District may offer a particular course out of published sequence. By doing so, the District does not obligate itself to offer succeeding courses out of published sequence.