

MARKETING DESIGN

Delivery: Daytime and Online Classes

Start: Fall, Spring or Summer Session, Full- or Part-Time

Outcomes

Marketing Design Specialist A.A.S. Degree60 cr.
Marketing Design Specialist Diploma46 cr.
Marketing Event Specialist Certificate28 cr.
Marketing Communications Specialist Certificate28 cr.

Major Description

Marketing is a vast field with room for multitudes of professions. Experts estimate that more than one-third of all Americans have marketing activities in their positions.

Marketing Design Specialist: This program delivers skills of all general marketing concepts including strategic planning, consumer buying behavior, event planning, sales, e-marketing, public relations, advertising, promotions, global marketing, product and service development, logistics, and marketing research, along with basic graphic design. Graduates are prepared to design visual communications materials for marketing efforts, determine strategies to reach their markets, organize events, plan advertising and promotional campaigns, establish strong web presence for their organizations, and research to assist in market planning.

Marketing Event Specialist: A marketing event specialist certificate uses knowledge in the areas of publicity, marketing communications writing, promotional marketing, budgeting, scheduling, advertising, and event planning to promote activities involving an event, such as a grand opening, open house, conference, trade show, and social event. These events are designed to bring a product, service, company, or concept to the attention of the public or a targeted audience.

Work Environment

Often a key department to the success of any business, marketing professionals work to develop strategies to meet the overall goals of the organization. Marketers with skills in creativity are often asked to organize events and design materials for their companies to promote and grow the organizations. Professionals tend to work under deadlines set from managers, vendors, or themselves. Travel or relocation can be part of the job. However, improved technology continues to increase telecommuting from home offices, which along with teleconferencing, has reduced travel requirements.

Potential Job Titles

- Marketing Design Specialist
- Marketing Administrator
- Marketing Coordinator
- Special Event Coordinator
- Marketing Event Specialist
- Brand Manager
- Media Planner Sales Manager
- Project Manager
- Sales Specialist
- Commercial Marketing Specialist
- Online Marketing Coordinator

Salary Data

- Average Wage: \$22.53/hour
- Top Earners: \$34.76/hour

**MARKETING DESIGN
SPECIALIST - A.A.S. DEGREE**

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer & Professional Buying Behavior	3
MKTC2000	Advertising Practices & Procedures	3
MKTC2105	Marketing Communications Writing	3
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2506	Digital Marketing	3
MKTC2550	International Marketing	3
MKTC2600	Marketing Research	3
MKTC2710	Innovations in Marketing	2
MKTC2815	Business Law	3
MKTC2900	Portfolio & Interviewing	1
MKTC2970	Internship	3
VCOM1010	Introduction to Photoshop	2
VCOM1410	Introduction to Illustrator	2
VCOM1430	Introduction to InDesign	2
VCOM2685	Web Page Construction I	2
Total Credits		45

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
	General Education Elective (Goal 3 or 4)	3
	General Education Electives**	6
Total Credits		15
TOTAL PROGRAM REQUIREMENTS		60

** Select General Education electives from any MnTC goal area.

**MARKETING EVENT SPECIALIST -
CERTIFICATE**

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC2000	Advertising Practices and Procedures	3
MKTC2105	Marketing Communications Writing	3
MKTC2310	Public Relations	3
MKTC2710	Innovations in Marketing	2
SMGT1160	Fundamental of Meeting, Conference, and Event Management	2
SMGT1161	Advanced Meeting, Conference, and Event Management	3
SMGT1162	Special Event Coordination and Management	3
SMGT1163	Event Promotion	3
Total Credits		28
TOTAL PROGRAM REQUIREMENTS		28

MARKETING DESIGN SPECIALIST - DIPLOMA

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer & Professional Buying Behavior	3
MKTC2000	Advertising Practices & Procedures	3
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2506	Digital Marketing	3
MKTC2600	Marketing Research	3
MKTC2710	Innovations in Marketing	2
MKTC2815	Business Law	3
MKTC2900	Portfolio & Interviewing	1
VCOM1010	Introduction to Photoshop	2
VCOM1410	Introduction to Illustrator	2
VCOM1430	Introduction to InDesign	2
VCOM1435	Proofreading Fundamentals	1
VCOM2685	Web Page Construction I	2
Total Credits		37

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
	General Education Elective**	3
Total Credits		9
TOTAL PROGRAM REQUIREMENTS		46

**MARKETING COMMUNICATIONS SPECIALIST -
CERTIFICATE**

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer & Professional Buying Behavior	3
MKTC2000	Advertising Practices & Procedures	3
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2506	Digital Marketing	3
MKTC2600	Marketing Research	3
MKTC2710	Innovations in Marketing	2
MKTC2815	Business Law	3
MKTC2900	Portfolio & Interviewing	1
Total Credits		28
TOTAL PROGRAM REQUIREMENTS		28



DAKOTA COUNTY
TECHNICAL COLLEGE

Real Education. Real Results.

2014-2015 CATALOG