

BUSINESS

DIGITAL MARKETING SPECIALIST

Delivery: Daytime and Online Classes

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

AWARDS

Digital Marketing Specialist A.A.S. Degree. 60 cr.
Sales Specialist Certificate. 16 cr.

MAJOR DESCRIPTION

Digital Marketing Specialist A.A.S. Degree: Digital marketing is using the right techniques to allow a marketer to promote in a digital world. While the basics of marketing still apply, digital marketing isn't just another new channel for marketing. It's a refreshingly new approach to marketing which offers a unique understanding of consumer behavior through a digital world. Today's marketers must be well versed in social media, mobile marketing, analytics and more. Whether you are a recent graduate, accomplished marketing professional or looking to change careers, this program will provide you with the knowledge and skills to advance your career. You will learn a solid foundation of basic marketing concepts while obtaining a solid grasp of digital marketing management and strategies. This program combines theory with practical real-world experience.

Sales Specialist Certificate: Every company has a salesperson. Nothing happens in an organization until someone sells something. Most business executives start in a sales career and move into a management role after positively affecting profits of their companies through sales. If you intend to follow a corporate path, a career in sales prepares you for a variety of positions. This program gives students the skills associated with direct promotion of products and services to potential customers. Training includes basic sales techniques, general management and marketing concepts, customer relations, and consumer buying behavior.

WORK ENVIRONMENT

A digital marketing specialist oversees the implementation of different digital media programs for clients. You need writing skills for creating content, as you may be assigned to blogging or other writing for potential clients. You will be expected to have quick turn-around on projects and be a multi-tasker. You must thrive in an entrepreneurial setting, be able to accomplish tasks on your own, or as part of a team. You must be a self-starter and have strong project management skills. You need to be flexible and be able to adapt to the constant changes occurring in digital platforms, devices, and apps.

A sales professional needs to be goal-oriented and organized in a fast-paced environment, working in business-to-business sales and business-to-consumer sales. The day-to-day responsibilities of a sales representative can vary as significantly as the products and service the professional sells. They may work in an office, at home or while traveling for business. Sales reps need to commit to working hard and update themselves with evolving industry knowledge to gain new customers, retain them and be successful in sales.

POTENTIAL JOB TITLES

- Account Executive
- Content Strategist
- Content Writer
- Digital Brand Manager
- Digital Marketing Specialist
- Marketing Consultant
- Marketing Data Analyst
- Regional Sales Manager
- Sales Director
- Sales Representative
- SEO Specialist
- Social Media Specialist

DIGITAL MARKETING SPECIALIST

A.A.S. DEGREE

First Year - First Semester 15 cr

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC2105	Marketing Communications Writing	3
MKTC2506	Digital Marketing	3
SPEE1020	Interpersonal Communication	3

First Year - Second Semester 15 cr

ENGL1150	Composition I	3
MKTC1150	Consumer & Professional Buying Behavior	3
MKTC2000	Advertising Practices & Procedures	3
MKTC2507	Digital Media Tools	3
MKTC2515	Digital SEM and Analytics	3

Second Year - First Semester 14 cr

MKTC2511	Web Development for Marketers	3
MKTC2520	Video Content for Marketers	2
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
	General Elective (MnTC Goal 3 or 4)	3

Second Year - Second Semester 16 cr

MKTC2550	International Marketing	3
MKTC2605	Data Analytics	3
MKTC2900	Portfolio & Interviewing	1
MKTC2970	Marketing Internship	3
	General Electives (any MnTC area)	6

TOTAL PROGRAM REQUIREMENTS 60

SALES SPECIALIST

CERTIFICATE

This is a sample course sequence. Please contact your program advisor regarding your academic plans.

First Year - First Semester 9 cr

BUSN1000	Foundations of Management	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC2506	Digital Marketing	3

First Year - Second Semester 7 cr

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC2900	Portfolio and Interviewing	1

TOTAL PROGRAM REQUIREMENTS 16



DAKOTA COUNTY
TECHNICAL COLLEGE

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