

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 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.

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 *(Salary.com)*

- Average Wage: \$31.76/hour
- Top Earners: \$40.76/hour

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

GRDT1010	Adobe Photoshop I	3
GRDT1410	Adobe Illustrator I	3
GRDT1430	Adobe InDesign I	3
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
MKTC2506	Digital Marketing	3
MKTC2507	Digital Media Tools	3
MKTC2520	Video Content for Marketers	2
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
MKTC2900	Portfolio and Interviewing	1
MKTC2970	Marketing Internship	3
Total Credits		45

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
	General Education Elective (Goal 3 or 4)	3-4
	General Education Electives (Any MnTC area)	5-6
Total Credits		15

TOTAL PROGRAM REQUIREMENTS 60

MARKETING DESIGN SPECIALIST - DIPLOMA

GRDT1010	Adobe Photoshop I	3
GRDT1410	Adobe Illustrator I	3
GRDT1430	Adobe InDesign I	3
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
MKTC2506	Digital Marketing	3
MKTC2507	Digital Media Tools	3
MKTC2520	Video Content for Marketers	2
MKTC2600	Marketing Research	3
MKTC2900	Portfolio & Interviewing	1
	Technical Elective Credits	1
Total Credits		37

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
	General Education Electives (Any MnTC area)	3
Total Credits		9

TOTAL PROGRAM REQUIREMENTS 46

2018-2019 CATALOG

**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
MKTC2105	Marketing Communications Writing	3
MKTC2310	Public Relations	3
MKTC2506	Digital Marketing	3
MKTC2507	Design Media Tools	3
MKTC2600	Marketing Research	3
MKTC2900	Portfolio & Interviewing	1

Total Credits 28

TOTAL PROGRAM REQUIREMENTS 28



**DAKOTA COUNTY
TECHNICAL COLLEGE**

Real Education. Real Results.