

# Printing & Graphics CERTIFICATES

## Marketing Communication

### 24-credit Technical Certificate

#### About the Certificate

Marketing Communication consists of the messages and related media used to communicate with a target market. Individuals with no formal education who are currently employed in marketing and/or sales will benefit from this certificate program.

Learn how to assemble printed marketing collateral to meet sales and organizational goals. Build a foundation around core marketing principles that will aid in selecting appropriate collateral material. While completing these classes, students will also learn the latest application software used for advertising, brochures, posters and related promotional items.

This program may be completed with evening course options.

For more information, call 262.695.3400.

#### Marketing Communication Required Courses

##### 104-102 Marketing Principles 3

Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

##### 104-104 Sales Principles 3

Apply fundamental selling principles in a controlled setting. Through the use of videotaped role playing and structured experiences, demonstrate the ability to approach, secure desire, handle objections, and close the sale. Examine the characteristics of a successful salesperson, buyer behavior, communication styles, ethics, and international sales.

##### 104-120 Direct Marketing 3

Analyze how businesses establish a one-to-one relationship with customers via direct mail, direct response advertising, telemarketing, and other promotional techniques.

#### Required Courses

#### Credits

##### First Semester

104-102 Marketing Principles 3

201-111 Fundamentals of Design 3

**Total semester credits 6**

##### Second Semester

104-104 Sales Principles 3

204-115 Digital Page Layout 3

**Total semester credits 6**

##### Third Semester

104-125 Advertising 3

204-131 Image Editing/Photoshop 3

**Total semester credits 6**

##### Fourth Semester

104-120 Direct Marketing 3

204-110 Print Media/Digital Pub I 3

**Total semester credits 6**

*Curriculum is current as of catalog printing.*

*The ability to complete a full certificate may be affected by low enrollment.*

##### 104-125 Advertising 3

Study and apply the promotional mix: advertising, personal selling, sales promotion, and publicity. Gain skills in selecting media, writing advertising copy, layout and design, and making budgeting considerations.

##### 201-111 Fundamentals of Design 3

Become familiar with the methods, concepts, and procedures involved in rendering two-dimensional design ideas to formats that can be converted to images on printed pieces. Apply systematic methods that facilitate the creative use of line, texture, value, shape, and color during lab activities. Convert two-dimensional designs into mechanically correct artwork and digital files.

##### 204-110 Print Media/Digital Pub I 3

Study offset lithography, flexography, and digital printing. Compare and contrast the advantages and disadvantages of the printing methods of gravure, and screen-printing. Produce single, two- and four-color printed pieces. Acquire knowledge relating to CTP, the PMS system, screens, halftones, print careers, print economics and the four-color process.

##### 204-115 Digital Page Layout 3

Digital Page Layout is a software-based print production course using Adobe InDesign and QuarkXPress that focuses on creating documents constructed according to industry prepress standards in the Printing and Print Media programs. The course will include interactive demonstrations, weekly reading, and project assignments. In addition to learning core industry standards, learn to integrate type and images, use tabs, manage layers, apply master pages and style sheets, and create documents for Print Media labs.

##### 204-131 Image Editing/Photoshop 3

Learn to use Adobe Photoshop to create sophisticated graphics for print and the Web. Describe, discuss, and demonstrate the procedures for producing color files and documents of professional quality. Become acquainted with layers, channels, paths, masks, and other techniques that are used to create the highest quality graphic elements for electronic digital documents.  
Prerequisites: 204-113 Page Layout/InDesign or 201-151 Foundations of Web Design or 204-115 Digital Page Layout.