

Printing & Graphics CERTIFICATES

Marketing Media

24-credit Technical Certificate

About the Certificate

Learn the basics of marketing and web design to communicate effectively with customers. Students will complete courses that build a foundation around core marketing principles to aid in developing a presence on the worldwide web.

Individuals who complete this 24-credit certificate will learn to use product, price, promotion and distribution to sell goods and services to key customers while designing web pages using the latest application software. In addition, students will develop cross media strategies that employ direct mail and email campaigns to attract new customers.

This program may be completed with evening course options.

For more information, call 262.691.3400.

Marketing Media 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.	
104-120 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.	
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.	
104-156 Business to Business Marketing	3
Examine the marketing problems faced by firms that offer goods or services to other firms, manufacturers, or middlemen rather than the ultimate consumer.	

Required Courses	Credits
First Semester	
104-102 Marketing Principles	3
201-151 Foundations of Web Design	3
Total semester credits	6
Second Semester	
104-125 Advertising	3
204-131 Image Editing/Photoshop	3
Total semester credits	6
Third Semester	
104-120 Direct Marketing	3
204-151 Web Publishing/DreamWeaver	3
Total semester credits	6
Fourth Semester	
104-156 Business to Business Marketing	3
201-161 Web Animation/Flash	3
Total semester credits	6
<i>Curriculum is current as of catalog printing.</i>	
<i>The ability to complete a full certificate may be affected by low enrollment.</i>	

Discuss the differences between consumer and industrial sales appeals, buyer characteristics, and the buying process. Explore the distribution problems and marketing channels found in industrial markets, and investigate promotional techniques and pricing policies for the same.
Prerequisites: 104-102 Marketing Principles.

201-151 Foundations of Web Design 3
This course introduces two Adobe Studio applications, Dreamweaver and Flash. In addition, learn how to adjust photos and images for the Web using Adobe's Photoshop application. Receive an introduction to building a website using these three applications. Through lab activities, build and design websites and animations. Additional course work is available to develop more skills working with Adobe Studio's Dreamweaver and Flash applications.

201-161 Web Animation/Flash 3
Study design techniques and the general principles of web usability, and develop Macromedia Flash content that best serves both the user's and client's needs. Using Flash, learn to lay out pages, use color and text effectively, work with multiple image types, build navigation, and incorporate sound and video.

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.

204-151 Web Publishing/Dreamweaver 3
Build the skills needed to create, design, publish, and manage information on the World Wide Web. Use Web-authoring software, image-editing software, and other applications to create dynamic and interactive Web pages. Discuss issues that relate to the planning, administering, and marketing of Internet activities. Focus on design and content development, as well as new and emerging Internet technologies.
Prerequisites: 201-151 Foundations of Web Design.