



# Digital Marketing Promotions

## 18-credit Technical Diploma

[www.wctc.edu/digital-mktg](http://www.wctc.edu/digital-mktg)

If you are a reliable, top-notch communicator, are creative and can work at a fast pace, a marketing career may be right for you. Those working in this field must focus on their audience to ensure the product or service they are promoting adds value to the client.

### About This Program

Gain the technical and communication skills needed to develop and manage integrated digital marketing campaigns. Learn to identify and target potential customers and create appropriate content for a variety of audiences using websites, email campaigns, social media and online advertising. Explore how to use platform-based analytics to measure campaign effectiveness.



#### Career Salaries

\$35,000 - \$63,600 annually

Salary range estimates based on wages for related occupations in Waukesha County as reported by Economic Modeling Specialists International (EMSI). Individual wages may vary based on experience, industry, location and specific job requirements.



#### Potential Careers

Digital Marketing Coordinator  
Social Media Specialist  
Account Manager  
Target Marketing Specialist  
Marketing Assistant

### What Makes This Program Unique

- Features an innovative, application-based, industry-validated curriculum.
- Dynamic learning opportunities outside of the classroom, including tours, trips, Collegiate DECA competitions and service learning.
- Networking events with area businesses and WCTC alumni.



PROGRAM CODE 30-104-8

### CORE COURSES

		Credits
104-102	Marketing Principles	3
104-111	Technology Tools for Marketing	3
104-113	Digital Marketing	2
104-114	Social Media Promotion	2
104-125	Advertising	3
152-105	Intro to Web Development	2

### GENERAL STUDIES

801-136	English Composition 1	3
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