

DIGITAL MARKETING

Associate in Applied Science (AAS)

Program Code: 10-104-8

Total Credits: 64-65

Mid-State's Digital Marketing program builds the skills, experience, and connections critical to business success. Our graduates can confidently create inventive promotional campaigns, develop and implement graphic and video content, construct a dynamic social media presence, create an Internet marketing strategy, and analyze data essential for making effective business decisions. In this program you'll develop and polish your presentation skills to enable you to work in a multitude of industries. And you'll learn all of this from industry experts while using emerging technology and hands-on tools. Courses are transferable to bachelor's degree programs through a variety of transfer agreements.

To learn more about this program, visit mstc.edu/programs.

ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715-422-5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit mstc.edu/advising.

NEW STUDENT CHECKLIST

Complete the following steps to prepare for your New Student Advising appointment with your academic advisor:

- Submit a Mid-State application at mstc.edu/apply.
- Send official transcripts to:
Mid-State Technical College
Student Services
500 32nd Street North
Wisconsin Rapids, WI 54494
- Complete the Free Application for Federal Student Aid (FAFSA) at fafsa.gov. Mid-State's Financial Aid team is available to assist with your FAFSA application and to answer your financial aid questions. Contact Financial Aid or schedule an appointment at mstc.edu/financial-aid.
- Set up student MyCampus account at mstc.edu/mycampus-assistance.
- Schedule a New Student Advising appointment at mstc.edu/advising.

mstc.edu • 888-575-6782 • TTY: 711



Adams Campus • Marshfield Campus • Stevens Point Downtown Campus • Wisconsin Rapids Campus • Virtual Campus • AMETA® Center

Mid-State does not discriminate on the basis of race, color, national origin, sex, disability, or age in its program, activity, or employment. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Vice President - Human Resources; 500 32nd Street North, Wisconsin Rapids, WI 54494; 715-422-5325 • AAEO@mstc.edu. 3/2026-AC

CAREER PATHWAY



Career pathways help you build your education step by step. Each stage offers one or more credentials that are recognized by employers and lead to real jobs—and you can keep building toward your career goals as you go.

Begin at any point.

Prior Learning

Credit for Prior Learning

- Certifications and Licenses
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at mstc.edu/cpl.

High School Credit

- High School Dual Credit
- Mid-State Fast Track

Learn about High School Credit at mstc.edu/dc.

Certificate

- Adobe Suite (6 Credits)
- Foundations of Business Administration (9 Credits)
- Social & Mobile Marketing (6 Credits)

Technical Diploma

- Digital Marketing Promotions (19 Credits)
Start Your Career: Advertising Assistant, Digital Marketing Coordinator, Marketing Assistant, Search Engine Optimization Specialist, Social Media Specialist
- Sales Specialist (19 Credits)
Start Your Career: Account Executive, Field Sales Representative, Inside Sales Representative, Sales Consultant, Sales Manager

Associate Degree

- Digital Marketing (64-65 Credits)
Start Your Career: Account Representative, Digital Marketing Specialist, Marketing Assistant/Coordinator, Search Engine Optimization (SEO) Coordinator, Social Media Manager/Coordinator

Bachelor's Degree

For those interested in continuing their education, Mid-State offers transfer guides with various four-year colleges and universities. For more information, visit mstc.edu/transfer.

OUTCOMES

Employers will expect you, as a Digital Marketing graduate, to be able to:

- Develop digital marketing strategies to anticipate and satisfy market needs.
- Create digital marketing content for products, services, images, and ideas.
- Integrate tools and technology for digital marketing initiatives.
- Analyze the effectiveness of marketing outcomes.
- Promote products, services, images, and/or ideas to achieve a desired outcome.
- Evaluate information through the market research process to make business decisions.
- Prepare selling strategies.

TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Faculty will let students know when and how the TSA is being assessed in the program.

STUDENT HANDBOOK

Visit mstc.edu/studenthandbook to view Mid-State's student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State's Student Code of Conduct, and technology.

GRADUATION REQUIREMENT

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. Some students are exempt from this requirement. Please see your academic advisor for more information.

ADDITIONAL COURSES AS NEEDED

The following courses may be recommended or required if the student does not achieve minimum placement scores.

College Reading and Writing 1

10831104

3 credits

Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

Pre-Algebra

10834109

3 credits

Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

MULTIPLE MEASURES

Students can place into courses using high school GPA and completed classes. Placement can be determined in the following ways:

- **Multiple Measures Writing (MMW)**
High school GPA of 2.6 & successful completion of 2.0 credits of high school writing courses with a "C" or better
- **Multiple Measures Reading (MMR)**
High school GPA of 2.6 & successful completion of 2.0 credits of high school literature courses with a "C" or better
- **Multiple Measures Math 1 (MMM_1)**
High school GPA of 2.6 & successful completion of 1.0 credit of high school math (Algebra 1 or equivalent) with a "C" or better
- **Multiple Measures Math 2 (MMM_2)**
High school GPA of 2.6 & successful completion of 2.0 credits of high school math including Algebra 1 and Algebra 2 with a "C" or better
- **Multiple Measures Science 1 (MMS_1)**
High school GPA of 2.6 & successful completion of 1.0 credit of high school lab science course with a "C" or better
- **Multiple Measures Science 2 (MMS_2)**
High school GPA of 2.6 & successful completion of 1.0 credit of high school chemistry with a "C" or better

Past high school and college transcripts are used in making course placement decisions.

SAMPLE FULL-TIME CURRICULUM OPTION

Digital Marketing • 64-65 Total Credits

Term 16 Credits	Course Number	Course Name	CPL	Credits
	10102101	Introduction to Business	Yes	3
	10103106	Microsoft Office-Introduction	Yes	3
	10104102	Marketing Principles	Yes	3
	10104108	Adobe Visual Design	No	3
	10801195 or 10801136	Written Communication or English Composition 1	Yes	3
	10890102	GPS for Student Success	Yes	1

Term 16-17 Credits	Course Number	Course Name	CPL	Credits
	10103124	Excel-Intermediate	Yes	1
	10104105	Professional Selling	No	3
	10104107	Social Media Marketing	No	3
	10104109	Adobe Video Design	No	3
	10104121	Fundamentals of Marketing Communications	Yes	3
10804107 or 10804118 or 10804189	College Mathematics or Intermediate Algebra with Applications or Introductory Statistics	Yes	3 or 4 or 3	

Term 16 Credits	Course Number	Course Name	CPL	Credits
	10101140	Accounting 1	Yes	3
	10104125	Promotion Management	No	4
	10104174	Marketing Research	No	3
	10104180	Internet and Mobile Marketing	No	3
	10801196	Oral/Interpersonal Communication or Speech	Yes	3

Term 16 Credits	Course Number	Course Name	CPL	Credits
	10104175	Digital Design Components	No	3
	10104160	Marketing Management	No	4
	10809172 or 10809196 or 1809122	Introduction to Diversity Studies or Introduction to Sociology or Introduction to American Government	Yes	3
	10809188 or 10809198	Developmental Psychology or Introduction to Psychology	Yes	3
	10809195	Economics	Yes	3

Please Note

- Credit for Prior Learning (CPL) options are available for some courses. You can visit mstc.edu/cpl or contact your academic advisor for details.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- This program can be completed entirely online.
- Program completion time may vary based on student scheduling and course availability. For details, go to mstc.edu/schedule.
- Get the latest updates online at mstc.edu.

SAMPLE PART-TIME CURRICULUM OPTION

Digital Marketing • 64-65 Total Credits

Term 7 Credits	Course Number	Course Name	CPL	Credits
	10103106	Microsoft Office-Introduction	Yes	3
	10104102	Marketing Principles	Yes	3
	10890102	GPS for Student Success	Yes	1
Term 9-10 Credits	Course Number	Course Name	CPL	Credits
	10102101	Introduction to Business	Yes	3
	10104105	Professional Selling	No	3
	10804107 or 10804118 or 10804189	College Mathematics or Intermediate Algebra with Applications or Introductory Statistics	Yes	3 or 4 or 3
Term 7 Credits	Course Number	Course Name	CPL	Credits
	10103124	Excel-Intermediate	Yes	1
	10104108	Adobe Visual Design	No	3
	10801195 or 10801136	Written Communication or English Composition 1	Yes	3
Term 9 Credits	Course Number	Course Name	CPL	Credits
	10104107	Social Media Marketing	No	3
	10104109	Adobe Video Design	No	3
	10104121	Fundamentals of Marketing Communications	Yes	3
Term 7 Credits	Course Number	Course Name	CPL	Credits
	10104125	Promotion Management	No	4
	10801196	Oral/Interpersonal Communication or Speech	Yes	3
Term 9 Credits	Course Number	Course Name	CPL	Credits
	10101140	Accounting 1	Yes	3
	10104175	Digital Design Components	No	3
	10809188 or 10809198	Developmental Psychology or Introduction to Psychology	Yes	3
Term 9 Credits	Course Number	Course Name	CPL	Credits
	10104174	Marketing Research	No	3
	10104180	Internet and Mobile Marketing	No	3
	10809172 or 10809196 or 1809122	Introduction to Diversity Studies or Introduction to Sociology or Introduction to American Government	Yes	3
Term 7 Credits	Course Number	Course Name	CPL	Credits
	10104160	Marketing Management	No	4
	10809195	Economics	Yes	3

Accounting 1

10101140

3 credits

A beginning course designed especially for majors or those who need a strong foundation in accounting principles. Develops the accounting cycle of journaling, posting, adjusting, closing, and reporting. Also emphasizes service and merchandising sole proprietorships in developing the accounting cycle. Explores issues for accounting for cash, accounts and notes receivable, inventories, and fixed assets.

Adobe Video Design

10104109

3 credits

This course develops marketing communication skills in digital video production. Topics include collaboration, design, video production, and audio production using Adobe Premiere. Learners will develop skills in storytelling, capturing and editing video and audio, and finalizing content for use in social media, web, and other marketing mediums. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

Adobe Visual Design

10104108

3 credits

Provides a project-based, marketing-focused exploration of key Adobe graphic design products to include Photoshop, InDesign, and Illustrator. Students are instructed on document setup, creation techniques, and file formats for both digital and print media required for marketing communications. An introduction to the application of imagery, typography, and color management will also be included. The design role of the marketer will be discussed throughout the class. Learners should possess basic keyboarding, mouse, and computer skills and should be familiar with Microsoft Windows.

College Mathematics

10804107

3 credits

This course is designed to review and develop fundamental concepts of mathematics in the areas of algebra, geometry, trigonometry, measurement and data. Algebra topics emphasize simplifying algebraic expressions, solving linear equations and inequalities with one variable, solving proportions and percent applications. Geometry and trigonometry topics include; finding areas and volumes of geometric figures, applying similar and congruent triangles, applying Pythagorean Theorem, and solving right triangles using trigonometric ratios. Measurement topics emphasize the application of measurement concepts and conversion techniques within and between U.S. customary and metric system to solve problems. Data topics emphasize data organization and summarization skills, including: frequency distributions, central tendency, relative position and measures of dispersion. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators.

Prerequisite: High School GPA of 2.6 and MMM_1 or Accuplacer Arithmetic of 250 and QAS 234 or ACT Math score of 17 or Pre-Algebra 10834109 with a "C" or better

Developmental Psychology

10809188

3 credits

Studies human development throughout the lifespan and explores developmental theory and research with an emphasis on the interactive nature of the biological, cognitive, and psychosocial changes that affect the individual from conception to death. Application activities and critical thinking skills enable students to gain an increased knowledge and understanding of themselves and others.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Digital Design Components

10104175

3 credits

This Digital Design Components course is ideal for students looking to develop the skills and knowledge needed to create professional, user-friendly websites. The course will focus on key design principles to craft visually appealing and functional web pages. Through hands-on practice, students will learn about color theory, typography, web content writing, graphics, and overall design aesthetics. Additionally, the course will introduce students to SEO and Google Analytics, helping them optimize their designs for search engines. Students will gain experience using web-based software and learn the basics of HTML to enhance their web development skills.

Prerequisites: Microsoft Office-Introduction 10103106, Marketing Principles 10104102

Economics

10809195

3 credits

Provides an overview of how a market-oriented economic system operates and surveys the factors that influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

English Composition 1

10801136

3 credits

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or Accuplacer Reading 253 or ACT English score of 20 or ACT Reading 21 or completion of College Reading and Writing 1 10831104 with a "C" or better

Excel-Intermediate

10103124

1 credit

Students learn to summarize and analyze large data sets. Some of Excel's data tools and what-if tools are applied.

Prerequisite: Microsoft Office-Introduction 10103106 or Excel-Beginning 10103123

Fundamentals of Marketing Communications

10104121

3 credits

This course prepares the learner to create and manage a wide range of internal and external organizational communications. Learners will be instructed on the interpersonal communication techniques required for success as a marketing professional. Topics will include preparing professionally written content, effectively using verbal and non-verbal communication in a business setting, developing a professional appearance and polish, presentation techniques for the creation and delivery of complex marketing materials, writing press releases, managing crises, and speaking with the media.

GPS for Student Success

10890102

1 credit

Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes.

This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

Intermediate Algebra with Applications

10804118

4 credits

This course offers algebra content with applications. Topics include properties of real numbers; order of operations; algebraic solution for linear equations and inequalities; operations with polynomial and rational expressions; operations with rational exponents and radicals; and algebra of inverse, logarithmic, and exponential functions.

Prerequisite: High School GPA of 2.6 and MMM_1 or Accuplacer Arithmetic of 263 and QAS 234 or ACT Math score of 19 or QAS of 245 or Pre-Algebra 10834109 with a "C" or better.

Internet and Mobile Marketing

10104180

3 credits

This course explores the evolving world of digital marketing in an era shaped by artificial intelligence and conversational search. Students learn how to design data-driven, human-centered strategies that reach audiences across search engines, social platforms, and AI-powered discovery tools. Key topics include search and generative engine optimization (SEO/GEO), pay-per-click (PPC) advertising, analytics, content strategy, and mobile marketing. Emphasis is placed on creating authentic, authoritative content optimized for both people and AI systems.

Introduction to American Government

10809122

3 credits

Introduces American political processes and institutions. Focuses on rights and responsibilities of citizens and the process of participatory democracy. Learners examine the complexity of the separation of powers and checks and balances. Explores the role of the media, interest groups, political parties, and public opinion in the political process. Also explores the role of state and national government in our federal system.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Introduction to Business

10102101

3 credits

An introduction to what a business is, how it operates, and how it is managed. Students identify forms of ownership and the processes used in production and marketing, finance, personnel, and management in business operations.

Introduction to Diversity Studies

10809172

3 credits

This course introduces the study of diversity from a local to a global perspective using a holistic, interdisciplinary approach that encourages exploration and prepares students to work in a diverse environment. The course introduces basic diversity concepts, examines the impact of bias and power differentials among groups, explores the use of culturally responsive communication strategies, and compares forces that shape diversity in an international context.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Introduction to Sociology

10809196

3 credits

Introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, and the five institutions of family, politics, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Introductory Statistics

10804189

3 credits

Students taking Introductory Statistics display data with graphs, describe distributions with numbers, perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Algebra knowledge and foundational skills in mathematics are important for success in this course.

Prerequisite: High School GPA of 2.6 and MMM_2 or Accuplacer QAS 241 or ACT Math score of 19 or Pre-Algebra 10834109 or College Math 10804107 with a "C" or better

Marketing Management

10104160

4 credits

Examines the marketing function from the manager's perspective. Topics include management functions, decision making in regard to the customer, product planning, pricing strategies, evaluation of distribution channels, and promotional tactics.

Prerequisites: Marketing Principles 10104102, Adobe Visual Design 10104108, Adobe Video Design 10104109, Professional Selling 10104105, Social Media Marketing 10104107, Fundamentals of Marketing Communications 10104121

Marketing Principles

10104102

3 credits

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

Marketing Research

10104174

3 credits

Introduces techniques of research and research reporting. The study of market behavior is pursued as students undertake a marketing focused research project.

Prerequisite: Marketing Principles 10104102

Microsoft Office-Introduction

10103106

3 credits

Develops introductory skills in the Microsoft Office Suite (Word, Excel, Access, PowerPoint, and Outlook) while reinforcing the students' knowledge of computer concepts, Windows Explorer, and web usage. This course prepares students for the Associate level MOS Certification exams for Word, Excel, PowerPoint, and Outlook. Students should possess basic keyboarding, mouse, and Windows 11 skills. Students may develop these skills in the Academic Learning Center while concurrently enrolled in this course.

Oral/Interpersonal Communication

10801196

3 credits

Focuses on developing effective listening techniques and verbal and nonverbal communication skills through oral presentation, group activity, and other projects. The study of self, conflict, and cultural contexts will be explored, as well as their impact on communication.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English or College Reading and Writing with a C or better

Professional Selling

10104105

3 credits

This course will prepare the student to formulate and facilitate sales presentations using fundamental principles, concepts, and theories of business and consumer selling. An emphasis is given to developing the selling process which includes prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales

presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up. Additionally, sales careers and the benefits of personal selling will be explored.

Promotion Management

10104125

4 credits

Focuses on the theory and practice of integrated marketing communications in order to develop content strategies and marketing campaigns. The fundamentals of multi-channel promotions as related to target audiences and the marketing mix are studied. The characteristics of major media alternatives including radio, television, newspapers, magazines, outdoor, direct response, and digital media are also explored. Finally, target market research, campaign planning, and creative approaches to messaging are practiced within a project-based learning environment.

Prerequisite: Marketing Principles 10104102

Social Media Marketing

10104107

3 credits

Addresses how social media has transformed marketing communications from traditional mass media to individualized marketing. Using a variety of social media tools and platforms, this class explores the different methodologies for social media marketing. Topics include creating social media, integrating social media as part of a marketing campaign, the concept of viral marketing, measuring social media success through analytics, and how organizations and individuals have successfully applied this form of marketing.

Speech

10801198

3 credits

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Includes informative, persuasive, and occasion speech presentations.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 253 and Writing of 262 or ACT of 21 Reading/19 English or completion of College Reading and Writing 1 10831104 with a "C" or better

Written Communication

10801195

3 credits

Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments are designed to help the learner analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Also develops critical reading and thinking skills through the analysis of a variety of written documents.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better