

DIGITAL MARKETING PROMOTIONS

Technical Diploma

Program Code: 30-104-8

Total Credits: 19

The Digital Marketing Promotions technical diploma prepares students to communicate with customers with an emphasis on the use of technology and digital media. Graduates are able to use graphic design and video editing software to create a variety of promotional materials to be used by traditional or online businesses. Courses are taught using hands-on projects that create marketing content using Adobe Photoshop, Illustrator, and InDesign for visual design. You'll also use Adobe Premiere to design and create videos. Finally, an emphasis is placed on planning and developing social media content, learning best practices for email marketing, implementing a variety of techniques for effective search engine marketing (SEM), and the use of analytics for better decision making.

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 Promotions graduate, to be able to:

- Apply digital marketing principles.
- Create digital marketing content.
- Promote products and services.
- Create digital marketing content for products, services, images, and ideas.
- Integrate tools and technology for digital marketing initiatives.

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 PART-TIME CURRICULUM OPTION

Digital Marketing Promotions • 19 Total Credits

Term	Course Number	Course Name	CPL	Credits
10 Credits	10104102	Marketing Principles	Yes	3
	10104108	Adobe Visual Design	No	3
	10104180	Internet and Mobile Marketing	No	3
	10890102	GPS for Student Success	Yes	1

Term	Course Number	Course Name	CPL	Credits
9 Credits	10104107	Social Media Marketing	No	3
	10104109	Adobe Video Design	No	3
	10104121	Fundamentals of Marketing Communications	Yes	3

Please Note

- Credit for Prior Learning (CPL) options are available for some courses. You can visit mstc.edu/cpl or contact your 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.

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.

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.

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.

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.

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.