

goal setter

detail oriented

good with numbers

analytical

Marketing—Business-to-Business

Associate Degree: 10-104-6

Campus: Fond du Lac and West Bend

Description

The Marketing—Business-to-Business program equips students with the expertise and technological skills required to effectively market a business's goods and services to regional, national and international markets. Using class projects and real-world experiences, students develop knowledge of marketing concepts and how to apply techniques and strategies when marketing to other businesses.

Job opportunities exist in manufacturing, wholesale and service businesses. Business-to-business marketers possess strong communication skills, portray a professional image, tend to be self-motivated, incorporate computer technology into marketing functions, and often work in collaboration with other departments, such as product development, engineering, logistics and finance.

This program is designed for employed adults and is offered in an accelerated format. (Not recommended for recent high school graduates.) Classes run six or eight weeks and meet one evening each week for four hours. Technical studies courses are offered at scheduled times, while general studies and elective courses may be taken at any time.

For information on how **program credits transfer** to a four-year college, please visit us at www.morainepark.edu/academics/transfer.

Program Outcomes

- Analyze data/strategies to solve business problems.
- Analyze functions of organizational buying.
- Design a promotional plan.
- Develop a marketing plan.
- Research global markets.
- Develop an Internet marketing strategy.
- Formulate a strategic selling plan.

Career Opportunities

- Customer Service Representative
- Sales Representative
- Sales Manager
- Marketing Distribution Assistant
- Account Representative
- Inside Sales Supervisor
- Account Executive
- Office Manager
- Career Account Sales Representative
- Marketing Assistant

Salary Range for Recent Graduates

\$11.30 - \$18.38 Per Hour

Admission Process

- Submit the college admission application.
- Submit the \$30 one-time fee.
- Submit high school/other college transcripts.
- Take the college placement assessment (ACCUPLACER, ACT or other).
- Meet with an admissions specialist.
- Check with Admissions if any additional steps are required.

Marketing—Business-to-Business

2007-2008 Curriculum

Course Number	Course Title	Credits
Technical Studies Courses		
101-105	Survey of Accounting	3
104-102	Marketing Principles	4
104-104	Market Research	3
104-105	Selling	3
104-110	Global Marketing	3
104-113	Marketing Management Analysis	3
104-116	Database Marketing	3
104-118	e-Business Marketing Strategies	3
104-119	Promotion	3
104-123	Supply Management	3
104-156	Marketing—Business-to-Business	3
104-175	Marketing Presentations	3
104-180	Business-to-Business Careers	3
105-160	Business Law	3
General Studies Courses		
801-195	Written Communication	3
801-196	Oral and Interpersonal Communication (or)	3
801-198	Speech	3
804-106	Introduction to College Mathematics	3
809-166	Introduction to Ethics: Theory and Application	3
809-195	Economics	3
809-196	Introduction to Sociology	3
809-199	Psychology of Human Relations (or)	3
809-198	Introduction to Psychology	3
Students must choose an additional three credits of electives.		<u>3</u>
Total		67

A Marketing—Business-to-Business Exit Assessment (997-136) is a graduation requirement for this program.

Institutional Requirements

Student Success (890-125) - take **first** semester
 Computer Literacy (103-159)/Advanced Standing/Proficiency Exam Available - take **first** semester
 Career Development (890-130) - take **last** semester

For course descriptions, please visit our Web site at www.morainepark.edu.