

MARKETING AND SOCIAL MEDIA MANAGEMENT

Program Number: 10-104-3

Associate of Applied Science Degree

Campus: Fond du Lac, West Bend, Online

This program is eligible for financial aid (<http://www.morainepark.edu/financial-aid/>)

Learn modern marketing strategies and best practices while unleashing your creative side with the Marketing and Social Media Management program at MPTC.

About the Program

In today's digital, fast-paced world, it's vital to have skilled marketers behind every brand and business. With the growing importance of brand presence, now is the perfect time to start a marketing career!

Moraine Park's Marketing and Social Media Management program equips students with the modern, essential skills to start a career in marketing.

What You'll Learn

Students in the Marketing and Social Media Management program will learn best practices to promote businesses and brands. Students explore online and in-person strategies to best communicate with consumers, and learn about various online communication outlets, such as blogs, websites and advertising campaigns. Our marketing classes teach students to utilize many social media channels to promote a business, such as Twitter, Instagram, Snapchat, TikTok and Facebook. Students are prepared to develop innovative and creative marketing strategies to engage and retain customers. Students also learn valuable tactics in SEO and analytics.

Transfer Opportunities

Earn credits at MPTC and transfer to a four-year college to earn your bachelor's degree.

Visit the Transfer to a Four-Year College (<https://www.morainepark.edu/academics/transfer-information/transfer-to-a-four-year-college/>) page for more information on credit transfer agreements between Moraine Park and four-year colleges, both public and private.

Admission Process

Standard Admissions (<http://www.morainepark.edu/admissions/new-student/how-to-apply-for-admissions/>) steps details

Credit for Prior Learning

Earn college credit outside the classroom through Moraine Park's Credit for Prior Learning (CPL) opportunities. Credit opportunities are available for:

- Previous college coursework from prior institutions
- Military training and experience
- Passing of MPTC or national exams
- Skills or knowledge developed on the job or through other life experiences

Visit MPTC's Credit for Prior Learning (<https://www.morainepark.edu/academics/transfer-information/credit-for-prior-learning/>) page for more information.

Approximate Costs

Tuition

Occupational

- \$146.20 per credit (resident)
- \$219.30 per credit (out-of-state resident)

Associate of Arts/Associate of Science

- \$188.90 per credit (resident)
- \$283.35 per credit (out-of-state resident)

Online students are not charged out-of-state fees.

Student Fees

- \$4.50 minimum per course Material Fee
- \$12.50 per-credit Supplemental Fee for Undergraduate courses
- \$10 minimum per credit Online Course Fee (Fee suspended for 2023-2024)
- \$4.50 per term mandatory Student Accident Insurance Fee

Please refer to Tuition & Fee Information (<https://catalog.morainepark.edu/admissions-registration/tuition-fee-information/>) for additional enrollment fee information.

Financial Aid

Financial Aid is available for associate degree and technical diploma programs (those that are 2 semesters in length and typically with 28 credits or more). Processing can take 4-5 weeks after a student's completed Free Application for Federal Student Aid (FAFSA (<https://studentaid.gov/h/apply-for-aid/fafsa/>)) is received. Visit the Financial Aid (<https://www.morainepark.edu/pay-for-college/financial-aid/>) page to learn more.

While attending Moraine Park during the 2023-24 school year, your estimated cost of attendance for one full year includes tuition of \$4,375 (15 credits for fall and spring semester), fees of \$338, food and housing of \$4,052 (if living with parents, \$9,614 if living on your own), books and supplies of \$2,061, personal expenses of \$2,245, and transportation of \$2,007 for a total of \$15,161. Your direct costs (those costs paid directly to the college) include tuition & fees. The indirect costs (costs not paid to the college) can vary from individual to individual and your own personal needs.

Course Requirements

Course	Title	Credits
Semester 1		
102-110	Introduction to Business	3
103-159	Computer Literacy - Microsoft Office	1
104-102	Marketing Principles	3
104-130	Marketing Digital Design	3
801-136	English Composition 1	3
890-101	College 101	2
Credits		15
Semester 2		
104-131	Social Media Management	3

104-132	Website Management	3
104-133	Social Video Creation	3
Communication Course (https://catalog.morainepark.edu/academic-programming/general-education/communications/)		3
Mathematics Course (https://catalog.morainepark.edu/academic-programming/general-education/mathematics/)		3
Credits		15
Semester 3		
104-117	Public Relations	3
104-125	Advertising and Social Media Campaign	3
104-134	Email and Mobile Marketing	3
104-135	Customer Relationship Management	3
196-189	Team Building and Problem Solving	3
Social Science Course (https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/)		3
Credits		18
Semester 4		
102-120	Principles of Management	3
104-136	Leadership and Ethics in the Digital Age	3
104-137	Marketing Presentation and Portfolio	3
Behavioral Science Course (https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/)		3
Social Science Course (https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/)		3
Credits		15
Total Credits		63

Program Outcomes

- Develop strategies to anticipate and satisfy market needs.
- 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

Career Opportunities

- Community Manager
- Account Representative
- Marketing Assistant / Coordinator
- Social Media Manager
- Digital Marketer
- Public Relations Assistant / Coordinator
- Email Campaign Specialist
- Customer Service Representative

Statewide Median Salary for Recent Graduates

\$39,516