

**Program Number 10-104-8**  
**Associate Degree in Applied Science • Four Terms**

**ABOUT THE PROGRAM**

Where creativity and technology meet! Digital marketing is an essential set of 21st century business tools. Students in our program gain knowledge and skills vital to the success of every company. From search engine optimization and digital advertising to connecting to audiences with social media, our graduates are ready to help future employers enhance their web presence and win in a digital market. This program is offered in a partial Competency-Based Education (CBE) format, which allows students to work at their own pace.

**PROGRAM OUTCOMES**

- 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.

**CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES**

Lakeshore credits transfer to over 30 universities. For more information visit [lakeshore.edu/future-students/transfer](https://lakeshore.edu/future-students/transfer).

**ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS**

- Submit online application.
- Complete the online Student Success Questionnaire.
- Complete Get Started at Lakeshore appointment:
  - Application Check-in
  - College Orientation Overview
  - 1st Time Program Registration

*\*Submit high school transcripts, college transcripts, and test scores (optional, highly recommended). Official transcripts will be needed for transferring college credit(s) and for financial aid purposes.*

**ACADEMIC PREPAREDNESS/FUTURE SEMESTER ENROLLMENT STEPS**

If applicable, complete program-specific academic preparedness requirements and enrollment steps prior to enrolling in occupational or core courses. Students will be notified if there is a program waitlist. View the college's program webpage for details: <https://lakeshore.edu/programs-and-courses/career-areas/marketing-sales-service/digital-marketing>.

**APPROXIMATE COSTS**

\$152.85 per credit tuition (WI resident) plus \$9.17 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit [lakeshore.edu/Financial-Aid/tuition-and-fees](https://lakeshore.edu/Financial-Aid/tuition-and-fees) for details.

**FINANCIAL AID**

This program is eligible for financial aid. Visit [lakeshore.edu/Financial-Aid](https://lakeshore.edu/Financial-Aid) for more information.

**SPECIAL NOTE**

Learn when you want. Progress at your own pace. Receive personalized coaching and support. The full CBE definition may be found at [lakeshore.edu/cbe](https://lakeshore.edu/cbe).

**CONTACT**

Lakeshore College Recruiter  
920.693.1366 • [Recruitment@lakeshore.edu](mailto:Recruitment@lakeshore.edu)

Catalog No.	Class Title	Credit(s)
<b>Term 1</b>		
10104102	Principles of Marketing*	3
10102110	Introduction to Business*	3
10104169	Internet Marketing Foundations*	3
10103121	Excel - Level 1*	1
10804189	Introductory Statistics	3
10801136	English Composition 1	3
		<b>16</b>
<b>Term 2</b>		
10103161	PowerPoint - Level 1*	1
10104127	Visual Branded Content*	3
10104177	Content and Copywriting*	2
10104125	Social Media Strategy*	3
10104176	Digital Advertising*	3
10104173	Web Analytics*	2
10809143	Microeconomics	3
		<b>17</b>
<b>Term 3</b>		
10201108	Photoshop*	3
10104178	Video for Promotion*	2
10104136	Retail Marketing & E-Commerce*	3
10104134	PR and Media*	3
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3
		<b>14</b>
<b>Term 4</b>		
10104104	Selling Strategies*	3
10104126	Internship - Digital Marketing*	1
10104175	Advanced Marketing Concepts*	3
10116109	Career Planning and Networking*	1
10104224	Customer Relationship Management*	2
10809198	Introduction to Psychology	3
		<b>13</b>
		<b>TOTAL 60</b>

\*CBE delivery only

*Curriculum and program acceptance requirements are subject to change. Program start dates vary; check with your academic counselor for details. The tuition and fees are approximate based on 2025-2026 rates and are subject to change prior to the start of the academic year.*

**ADVANCED MARKETING CONCEPTS**...provides the experience of selecting and researching a company, brand, or business, creating an institutional and event promotion campaign and buying efficient media in order to influence a data-defined market segment. The markets may be local, national, or global. Includes a simulation that will test the students' budget and media buying decisions. **PREREQUISITES:** 10104125 Social Media Strategy and 10104176 Digital Advertising

**CAREER PLANNING & NETWORKING**...focuses on the process of researching and pursuing professional career opportunities. Students will develop resume and cover letter documentation to accurately reflect personal, academic, and professional accomplishments and the connection that these elements have to various positions with employers. Interviewing skills will be a significant aspect of this experience with a focus on interviews for potential internship opportunities.

**CONTENT AND COPYWRITING**...explores content marketing strategies and their effectiveness; such as creation, curation, and repurposing. You will learn to write compelling copy for a variety of audiences and marketing uses, develop a business personality, tone, and voice, and get the right message to the right people through the right media. Includes optimizing headlines, taglines, call-to-actions, infographics, emoji's, hashtags, and copy for effectiveness by using keywords, semantics, credibility, and the correct word choices. **PREREQUISITES:** 10104102 Principles of Marketing and 10104169 Internet Marketing Foundations

**CUSTOMER RELATIONSHIP MANAGEMENT**...instructs the student in developing customer relationships through a deepened understanding of the concepts and best practices of Customer Relationship Management (CRM).

**DIGITAL ADVERTISING**...explores the world of advertising on the Internet through display, text, pay-per-click, mobile, email and text messages. You will learn how to initiate, manage and evaluate digital advertising effectively and efficiently using the Google AdWords platform. **PREREQUISITES:** 10104102 Principles of Marketing and 10104169 Internet Marketing Foundations

**ENGLISH COMPOSITION 1**...is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents. Discuss reading and writing academic course support with your Counselor.

**EXCEL - LEVEL 1**...introduces the student to spreadsheet features such as creating, saving, editing, navigating, formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks.

**INTERNET MARKETING FOUNDATIONS**...explores how businesses use web sites, blogs, mobile apps, and search engine optimization (SEO) to market their business. You will learn basic web design fundamentals, how to use web content management systems, web-based tool connectivity, and use analytics to measure success.

**INTERNSHIP-DIGITAL MARKETING**...requires students to complete 72 hours (1 credit) of performing work in a business/industrial service setting related to their program outcomes. In addition, students will develop an academic portfolio which reflects upon the program outcomes, core abilities, career goal, educational goal, and course summary of learning. Students will meet with their program instructor to explain their portfolio and complete the technical skills attainment documentation.

**INTRODUCTION TO BUSINESS**...provides an introduction to the world of business from both the organizational and managerial viewpoint. It examines areas of business including the business environment, business formation, planning, operations, accounting, marketing, human resource management, and building effective teams.

**INTRODUCTION TO PSYCHOLOGY**...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings. Discuss reading academic course support with your Counselor.

**INTRODUCTORY STATISTICS**...prepares students to 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. Discuss math and reading academic course support with your Counselor.

**MICROECONOMICS**...examines the behavior of individual decision makers, primarily consumers and firms. Topics include choices of how much to consume and to produce, the functioning of perfectly and imperfectly competitive markets, the conditions under which markets may fail, and arguments for and against government intervention. The student applies the fundamental tools of economics to real world problems. Discuss reading academic course support with your Counselor.

**PHOTOSHOP**...prepares the learner to use current industry standard image manipulation software to edit, enhance, and create digital images which are prepared for print and web media. Topics will include an array of photo correction and enhancement methods, photo editing with current industry standard tools, and creating images with AI generative techniques.

**POWERPOINT - LEVEL 1**...introduces the student to the program by planning and creating a presentation, adding media and special effects, and applying advanced formatting to objects.

**PR AND MEDIA**...introduces students to Public Relations principles and the PESO media model. Issues and crisis management, building media relationships, creating press releases, media kits, and on-message communication through traditional and digital channels are emphasized.

**PRINCIPLES OF MARKETING**...introduces the student to the consumer decision process model, the bases used to segment a market, basic concepts about goods, services, and ideas, the nature of supply chain and distribution, integrated marketing communications, and the stages of the product life cycle and their impact on the marketing mix.

**RETAIL MARKETING AND ECOMMERCE**...teaches how to determine if that is the case and where it is best to sell – stand alone or an online marketplace. You will learn about the steps to set up an e-commerce web site including shopping carts, payment gateways, and converting order processing into a shopping cart process. This class will also discuss some of the laws and regulations to consider and explore for domestic and global e-commerce. **PREREQUISITE:** 10104102 Principles of Marketing and 10104173 Web Analytics

**SELLING STRATEGIES**...prepares the student to understand the business to consumer selling process, the technological advancement in selling, and the importance of customer relationship management. **PREREQUISITE:** 10104102 Principles of Marketing

**SOCIAL MEDIA STRATEGY**...explores current and up-and-coming online platforms, applications, and tracking methods for social media and determine how they are revolutionizing the marketing landscape. You will set up social media accounts, learn basic terminology, and incorporate best practices into marketing strategies. You will learn which platforms fit best with an organization's strategic goals, how to integrate content across them, interpret the analytics, and tailor them to maximize results.

**SPEECH**...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 the course. Discuss reading academic course support with your Counselor.

**VIDEO FOR PROMOTION**...covers fundamental techniques of video editing, sound editing, live video and creatively implementing video as a storytelling medium. Students will explore current video trends and best practices per social channels and integrate these techniques into a social media campaign. Additional topics will include YouTube channel creation, advertising, and best practices. **PREREQUISITES:** 10104125 Social Media Strategy and 10104127 Visual Branded Content

**VISUAL BRANDED CONTENT**...teaches creating visual marketing content for social media, email campaigns, print, and more using various design software platforms. Special emphasis on understanding and following brand standards as well as literacy of file types, considerations for designing for print, and production tips.

**WEB ANALYTICS**...teaches marketing analytics software, how it works, how to set goals and then measure the effectiveness of the web tools in meeting those goals. Emphasis on proficiency with Google Analytics platform. **PREREQUISITES:** 10104169 Internet Marketing Foundations and 10103121 Excel-Level 1