



MARKETING DESIGN

SPECIALIST

STI

SOUTHEAST
TECHNICAL INSTITUTE

Southeast Technical Institute

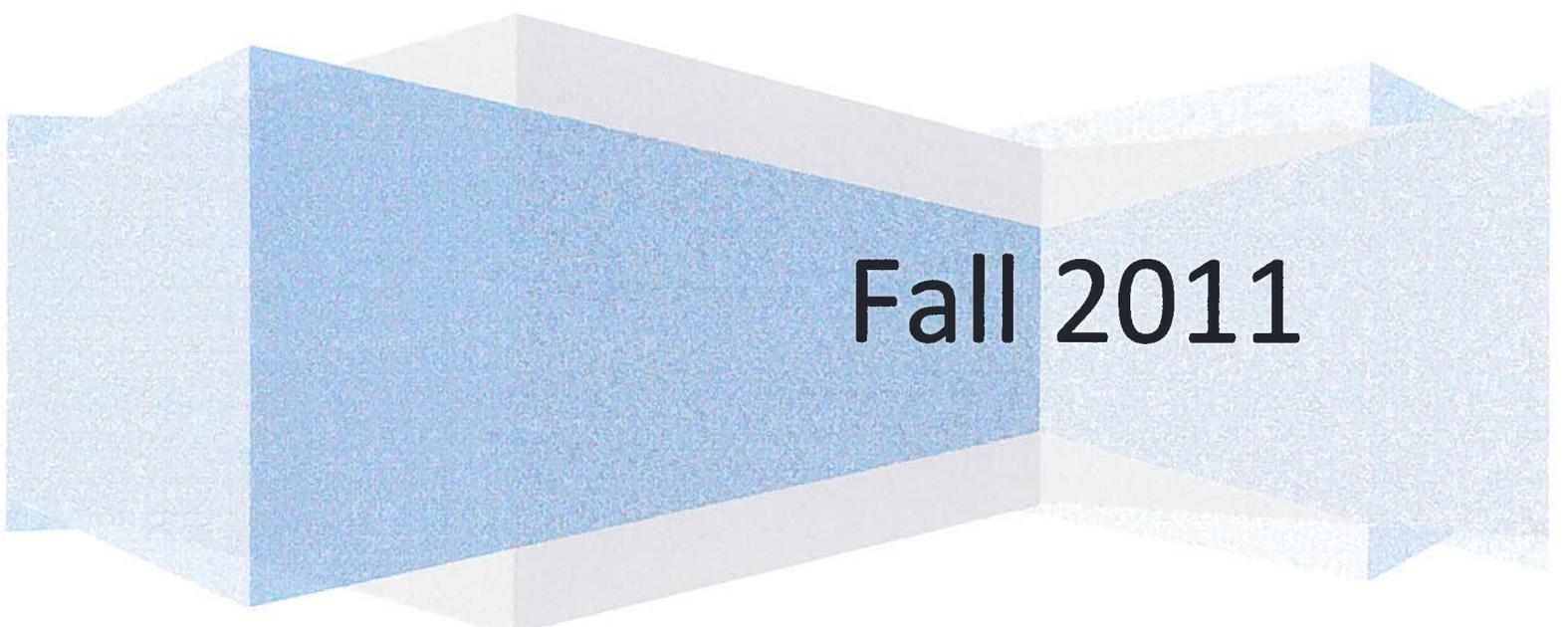


Program Expansion

Marketing

Marketing Design Option

Associate in Applied Science

A large, 3D-rendered blue cube with a white shadow underneath, positioned in the lower half of the page. The text "Fall 2011" is centered on the front face of the cube.

Fall 2011

Marketing

Marketing Design Option

Associate in Applied Science

Executive Summary

Southeast Technical Institute requests permission to expand the Marketing Program to include a Marketing Design Option. The program will be offered in the following versions:

- AAS Degree starting Fall 2011 offered traditionally on STI's Campus
- AAS Degree starting Fall 2012 offered online pending BOE and HLC approval

Marketing is a vast field with room for a variety of professions. Experts estimate that more than one-third of all Americans have marketing activities in their positions. The primary objective of this program is to provide qualified personnel to enter the marketing field with special skills in the design area.

The marketing design specialist is a profession driven by deadlines, technology and creativity. Small businesses (similar to those who wrote the letters of support for this new program) believe that there is a need in our area for employees with this type of education. Most educational organizations overlook design knowledge, which is fine for marketing positions with large companies (that will either have a separate, in-house design team, or will outsource the design work), that hire employees in marketing research and positions that are focused more on sales/analytic. However, smaller companies, ad agencies and any positions that hold responsibility for collateral materials do require a basic understanding of design elements. This program would also give marketing employees a general understanding of design, so that they can effectively communicate with graphic designers.

Identification and Description of the Program:

This Marketing Design Option is developed to deliver knowledge of all general marketing concepts, including basic graphic design and photography. Graduates will be versed in graphic design software, website construction, preparation of news releases, and organization of publicity events and press conferences.

Southeast Tech is proposing to expand Marketing to include the Marketing Design Option. The new option includes a solid background in marketing and business administration including courses in accounting, business law, consumer behavior, and general education courses (composition and business communications are very important in a marketing design degree).

The program will consist of specific courses in the marketing design area: advertising, web design (Dreamweaver), In Design, social media, Photoshop, Illustrator, and public relations. This program will provide students with an opportunity to take classes that will prepare them for employment within the marketing industry. Employment descriptions for current positions include qualifications with an emphasis on marketing/advertising, creative/graphics and communications. This program is truly a hybrid that opens employment for students who can wear many marketing hats.

Objectives and Purpose of the Program:

The primary objective of the Marketing Design Option is to provide students with the essential skills to help market a company, its product or a service. The goal of a marketing designer is to provide the means to allow people to work together to accomplish desired goals and objectives efficiently and effectively. The program is built primarily upon business courses, with additional courses offered during the second year directly applying to web design, communication, public relations and marketing management. In addition, Southeast provides two technical electives to meet student needs and interests.

Graduates of Southeast's Marketing Design Option will show competency in:

- basic computer skills including communication software, word processing, database, presentation and spreadsheet usage.
- business communication practices to allow them to promote a product, service or their company and to communicate inside and outside of their business using all forms of media.
- basic and advanced marketing principles that will allow the student to analyze market opportunities, select target markets, design market strategies, plan marketing programs and organize, implement and control marketing efforts.
- accounting practices including general ledgers, balance sheets, and budgets so they may understand the finance areas of the business.
- practical decision making skills in designing, implementing and measuring a digital marketing strategy for their business.
- creating designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- determining size and arrangement of illustrative material and copy, and selecting style and size of type.
- conferring with clients to discuss and determine layout design.
- developing graphics and layouts for product illustrations, company logos, and Internet websites.
- reviewing final layouts and suggest improvements as needed.
- preparing illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes.
- using computer software including Photoshop and Illustrator to generate and edit images.

Methods of Attaining the Objectives of the Program:

The curriculum will include lecture provided by instructors with industry experience, laboratory settings utilizing real-world examples, guest presenters from local industry, industry visits, student marketing projects, and a capstone project to develop a marketing plan. Southeast has been a laptop campus longer than any school in South Dakota and all classes utilize the Learning Management System providing students with resources during class and supplemental material and information outside the classroom.

The Marketing Design Option will be offered traditionally at STI, but we plan to make a proposal to the Higher Learning Commission in Spring 2011 for an online program as well, to start as soon as Fall 2012.

All Southeast Tech programs have an advisory board to help assist in the development and refinement of curriculum.

Description of Labor Market Demands of the United States, State of South Dakota, Student Needs, and Industry Support

National Data

Nationally design specialists are growing at a rate of 13%. The design specialist serves a vital role in providing knowledge and technical skill.

State/Regional Data

The Marketing, Marketing Design Option enables the graduate to act as a marketing specialist but also as a graphic designer. In South Dakota there is a projected 18% growth rate in designers from 2006 to 2016.

Student Needs

This option will provide students with an opportunity to enter an expanding industry that has many different entry points, areas for growth, and training that meets industry need and also helps the student in their creation of a business plan.

Industry Support

The economy of South Dakota needs a marketing generalist who can help a company in all areas of the marketing field from design to strategy to research.

Population to be Served by the Program:

Southeast will recruit students from a variety of backgrounds, including both traditional and non-traditional. It is anticipated that this program will attract students directly out of high school in addition to those who are unemployed, underemployed and those wanting to make a career change. We believe that existing students will look at this program as a viable option in addition to graduates from other Southeast programs.

Southeast will also move this program to an online degree in order to serve rural South Dakota and small town businesses.

Program Capacity

Starting Semester	Delivery Format	Capacity
Fall 2011	Traditional Day	28
Fall 2012	Online	24

Projected Three-Year Budget Plan

BUDGET PROJECTIONS			
Year	2011-2012	2012-2013	2013-2014
Salaries/Benefits	\$12,000.00	\$27,000.00	\$27,000.00
FTE	Adjunct Support	Adjunct Support	Adjunct Support
Staff Travel	\$250.00	\$1,000.00	\$1,000.00
Instructional Materials	\$3,500.00	\$2,000.00	\$2,000.00
Software/Books/Fees	\$1,000.00	\$1,000.00	\$1,000.00

Salaries/Benefits/FTE

The Marketing Design Option shares many classes with our Marketing and Business programs. These courses are taught by an existing group of faculty in the business core. The Marketing Design Option is an expansion of our existing Marketing program and will be taught by existing faculty. The budgetary needs will be for adjuncts to teach additional sections.

Program Competencies and Entry and Exit Points of Suboccupations:

Program Competencies

Program competencies are based upon recommendations from faculty on staff with marketing design experience, our graphics department, and the utilization of the advisory board.

Entry and Exit Points

Marketing is a two year AAS degree program. The Marketing Design Option will accept new students in the spring and fall semester. The number of common classes in the marketing and business programs and the utilization of technical electives will allow students in other business or marketing programs or graduates of other programs to enter into the program in the second year of the program.

Students directly entering the program will exit the program after two years. Students entering the program after another degree will require an additional year or more depending upon their prior degree.

STI is continually working to provide additional paths through articulation agreements with 4 year colleges and universities. We will work to develop additional agreements to meet the needs of graduates from this program.

Statement of Nonduplication:

STI is unaware of any other Marketing Design Options in the state.

Curriculum Design and Research:

Semester	Course Title	Credits	Lec/Lab
First			
BUS 101	Introduction to Business	3	3/0
CIS 105	Introduction to Computers	3	2/2
ENGL 101T	Composition	3	3/0
MATH 115	College Math	3	3/0
MKT 120	Principles of Marketing	3	3/0
SSS 100	Student Success Seminar	<u>2</u>	2/0
Second		17	
ACCT 210	Principles of Accounting I	4	3/2
BUS 2XX	Social Media	3	3/0
MKT 160	Principles of Selling	3	3/0
MKT 1XX	Photoshop/Illustrator	3	2/2
MKT 220	Advertising	<u>3</u>	3/0
Third		16	
BUS 140	Business Law I	3	3/0
MKT 130	Essentials for Marketing Design	3	3/0
MKT 2XX	Public Relations	3	3/0
XXX 2XX	Technical Elective	3	3/0
PSYC 101	General Psychology	3	3/0
SPCM 101T	Fundamentals of Speech	<u>3</u>	3/0
Fourth		18	
BUS 130	Business Communications	4	3/2
MKT 250	Web Design	3	2/2
MKT 270	Marketing Management	3	3/0
SOC 150	Social Problems	3	3/0
XXX 2XX	Technical Elective	<u>3</u>	3/0
		<u>16</u>	
Total		67	

Wage Factor

Data from the Bureau of Labor Statistics for National and State Data listed below:

National Data - 2008

Title	Median Salary	Middle 50%	Bottom 10%	Top 10%
Designers	\$42,400	\$32,600 - \$56,620	\$26,110	\$74,660

State Data - 2008

Title	Median Hourly	Mean Hourly	Mean Annual
Designers	\$14.80	\$15.44	\$32,120

Suggest CIP Code

52.1401 Marketing/Marketing Management, General

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Include instruction in buy behavior and dynamics, principles of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

Appendix A – Letter of Support

Jessica DeJong, Marketing Coordinator, LodgeNet Interactive Corporation

Scott Nelson, Marketing Specialist, KTTW Fox 7



**Southeast Technical Institute
2320 N Career Avenue
Sioux Falls, SD 57107**

December 9, 2010

RE: Marketing Design Specialist Program

Dear Mr. Craig Peters,

As a Southeast Tech alumni, it always gives me great pleasure when I have the opportunity to say, yet again, how great my education and experience was at SE. I truly feel that everyone at the school played an integral role in helping me prepare and feel confident to begin a career in marketing. Since I have graduated there have been some interesting new trends and changes to the marketing landscape including the widespread use of social media and increased need for experienced designers.

It has recently come to my attention that SE is looking at a new degree option called a Marketing Design Specialist that would include classes on social media, public relations and an increased focus on the creative and design aspects of marketing. Personally, I feel that this new program would fill a newly created gap in the landscape of marketing education in the Sioux Falls area. Businesses are looking to hire marketing graduates that can not only think strategically but have the knowledge to execute their visions. This allows the company to stretch their resources and in the current economy that is a big bonus to any businesses bottom line.

Personally, in my current role I handle our social media as well as playing a role in our public relations strategy. The proposed new courses would be a great benefit by laying the foundation of how to interact in this new space. There are clear rules of engagement when it comes to both social media and public relations and there have been many companies that have had to learn the hard way what works and what does not. Offering students the opportunity to learn these rules before getting on the job will be a huge benefit for them when interviewing. I truly feel that the Marketing Design Specialist Program would not only be beneficial to Southeast Tech but also to the future marketing students who will be graduating and joining the workforce.

Best regards,

/s/

Jessica DeJong
Marketing Coordinator
LodgeNet Interactive Corporation

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December 21, 2010

Southeast Technical Institute
Attn: Bobbie Talcott
2320 N. Career Avenue
Sioux Falls, SD 57107

Re: STI Marketing Design Option

To Whom It May Concern:

I am writing this letter of reference as per the request of Ms. Bobbie Talcott and my own personal experience with STI student, Tyler Neeman. Mr. Neeman is a recent STI graduate and intern here at KTTW Fox 7. I think it is important to note that after Tyler's internship he was hired as a full time employee of our station.

During this internship his primary task was to develop and implement a new website (www.kttw.com). I am happy to say his design was approved and will be implemented his template as of January 17th. 2011. While Tyler's primary task will not be web maintenance he will be called upon to revise and create new elements for the website itself.

As Tyler and I worked through the numerous stages required to build the site it became apparent that he may have required more training in the following curriculum:

- Advertising Copy Writing
- Creative Business Communications
- Public Relations

Please note that I am not implying we were disappointed or discouraged in any way. I am simply stating for our field of endeavor these three elements are an added plus. It is also my opinion that any student with a basic graphic emphasis should be well versed in these areas in order to succeed in any workplace.

As you well know, diversification is more important now than ever. In today's workplace we are all asked have a more broad perspective within the field of our choice...marketing in the electronic media arena is no different. Thank you for your time and consideration. Please feel free to contact me if you have any questions or concerns.

Best Regards,

Scott Nelson
KTTW Fox 7 Marketing Specialist
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Sioux Falls, SD 57104
605-338-0017, ext. #114