## Marketing Management and Fashion/Retail Marketing

### Career Exploration—Pathway in: Students earn up to nine college credits at the high school or pre-college level that can be applied to the Marketing Management Program or Fashion/Retail Marketing Program.

### Technical Diplomas—Pathways through: Students earn an additional 15 to 18 credits with courses geared towards fashion, retail, advertising, sales or marketing. Skillset can be applied to related assistant, support or intern positions. Credits can be applied to related Associate Degree.

### Associate Degrees—Pathways forward: Students earn an additional 41 to 44 credits that lead to Marketing-related employment—such as Fashion Coordinator, Visual Merchandiser, Account Executive, Sales Representative, Marketing Coordinator—or transfer to a Baccalaureate-granting institution.

### Marketing Management

<table>
<thead>
<tr>
<th>Program Highlights:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eleven Transcribed Credit and Advance Standing Agreements with six district high schools.</td>
</tr>
<tr>
<td>Seventeen Articulation Agreements with eleven Baccalaureate-granting institutions.</td>
</tr>
<tr>
<td>Online Accelerated Program available for working adults.</td>
</tr>
<tr>
<td>Among the first WTCS Programs to implement Technical Skills Attainment (TSA).</td>
</tr>
<tr>
<td>TSA competencies and criteria integrated across curriculum; assessed through capstone course and internship.</td>
</tr>
<tr>
<td>Working collaboratively with Creative Advertising Strategist Program to develop integrated curriculum and shared-use lab/classroom facility.</td>
</tr>
</tbody>
</table>

### Key Action Plan Goals and Outcomes:

- Create an instructional environment which fosters group decision-making and teamwork.
  - Dedicated Marketing Lab with computer work stations, creative work space and configurable classroom.
- Hire new full-time Marketing faculty with advanced marketing technology expertise.
  - Three recent hires with advertising agency, interactive media, and global brand experience.
- Integrate business applications of social media and information technologies into the curriculum.
  - Social Media Technologies, Social Media and Web Marketing courses created and added to curriculum.
  - Web-based simulation, conferencing, and applications utilized in program curriculum.

### Fashion/Retail Marketing

<table>
<thead>
<tr>
<th>Program Highlights:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transcribed Credit and Advance Standing Agreements with 5 district high schools.</td>
</tr>
<tr>
<td>Articulation Agreements with eleven Baccalaureate-granting institutions.</td>
</tr>
<tr>
<td>Entire degree available online.</td>
</tr>
<tr>
<td>Average median salary within one year of graduation $38,000</td>
</tr>
<tr>
<td>Both full time program instructors are MATC alumni</td>
</tr>
</tbody>
</table>

### Key Action Plan Goals and Outcomes:

- Improve 2nd and 3rd year retention
  - Received Perkins grant to aid in program retention
- Increase program promotion
  - Created Fashion/Retail Facebook page in October 2013
  - Redesigned program promotional materials
- Hire new full time Fashion/Retail Faculty
  - Recent hire has strong background in buying and advertising.
MARKETING CAREER PATHWAY
MARKETING SALES AND SERVICE CLUSTER

**Education**

- **Career Exploration**
  - MKTG–102
  - MKTG–104
  - COMPSW–106 (9 credits)

- **Technical Diplomas**
  - Fashion Marketing (15 credits)
  - Retail Marketing (15 credits)
  - Marketing Specialist (16 credits)
  - Sales Management (15 credits)
  - Advertising Management (18 credits)

- **Associate’s Degree**
  - Fashion/Retail Marketing (45 credits)
  - Marketing Management (41-47 credits)

- **4-yr Transfer**
  - Fashion/Retail
    - Mount Mary University
  - Fashion/Retail or Marketing
    - Alverno College
    - Cardinal Stritch University
    - Franklin University
    - Lakeland College
    - Ottawa University
    - UW-Green Bay
    - UW-Oshkosh
  - Marketing Management
    - Carroll University
    - Concordia University
    - Milwaukee School of Engineering (MSOE)
    - UW-Whitewater

**Employment**

- **Potential Jobs (Fashion)**
  - Merchandise Consultant, Customer Assistant, Sales Associate
  - Wage Range: $15.55 ($32,344)
  - 2014 openings: 7,513
  - +38.7% over 10 yrs

- **Potential Jobs (Marketing)**
  - Marketing Assistant, Advertising Assistant, Sales Associate
  - Wage Range: $25.32 ($52,600)
  - 2014 openings: 7,513
  - +38.7% over 10 yrs

- **Fashion/Retail Marketing Potential Jobs:**
  - Visual Merchandiser, Fashion Coordinator, Store Manager
  - Wage Range: $25.32 ($52,600)
  - 2014 openings: 7,513
  - +38.7% over 10 yrs

- **Marketing Management Potential Jobs:**
  - Account Executive, Sales Representative, Marketing Coordinator
  - Wage Range: $25.32 ($52,600)
  - 2014 openings: 7,513
  - +38.7% over 10 yrs

- **Potential Jobs:**
  - Advertising Manager, Sales Manager, Marketing Manager
  - Wage Range: $43.83 ($91,166)
  - 2014 openings: 3,304
  - +17.5% over 10 yrs

Salary and Jobs data courtesy of EMSI
Several schools have a strong focus in Fashion and have Fashion Analysis (MKTG-140) articulation agreements:
- Oak Creek
- Franklin
- South Milwaukee
- Nathan Hale
Job Placement Rate ***

- FY2010: 70%
- FY2011: 81%
- FY2012: 64%

Course Completion Rate **

- FY2010: 64%
- FY2011: 62%
- FY2012: 64%

Race Ethnic Ratio *

- White: 67%
- Black: 17%
- Hispanic: 10%
- Asian: 3%
- Native American: 1%

Annual Median Salary ***

- FY2010: $29,740
- FY2011: $30,738
- FY2012: $38,311

Notes:

* MATC Client Reporting FY2011-FY2013 data. Students were enrolled with an active program code.

** Course Completion: grade of “C” or better in the program’s technical courses.

*** Job Placement and Salary data from the MATC Graduate Follow-Up Report. Graduates are from the prior year and are surveyed 6 months after graduation. Graduates from multiple programs are surveyed for 1 program.
**Notes:**

*MATC Client Reporting FY2011-FY2013 data. Students were enrolled with an active program code.

**Course Completion:** grade of "C" or better in the program's technical courses.

*** Job Placement and Salary data from the MATC Graduate Follow-Up Report. Graduates are from the prior year and are surveyed 6 months after graduation. Graduates from multiple programs are surveyed for 1 program.
MILWAUKEE AREA TECHNICAL COLLEGE
(Advisory Committee Name-Click here)

Advisory Committee Meeting Minutes

<table>
<thead>
<tr>
<th>Meeting Date:</th>
<th>10-4-2013</th>
<th>Time:</th>
<th>9:30am</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Downtown</td>
<td>Room:</td>
<td>M316</td>
</tr>
<tr>
<td>Facilitator:</td>
<td>Del Wakley</td>
<td>Minute Taker:</td>
<td>Del Wakley</td>
</tr>
</tbody>
</table>

List all Members – If present mark box

☒ Andre Bynum  Bridgeman Companies, Inc.
☐ Cheryl Falk  HK systems
☒ Rob Geissler—Chair person  Trade Press Media Group
☒ David GoodWillie  GMR Marketing
☐ Butch Liebscher  Laughlin Constable
☒ Mary Jo Preston  Stream Creative
☒ Michael Quill  Affinity Marketing & Sales President
☒ Sandy Wysocki  The Business Journal
☒ Lori Highby  Keystone Click

MATC Representatives Present

<table>
<thead>
<tr>
<th>Position/Title</th>
<th>Rachael Kopel</th>
<th>Paul Walenta</th>
<th>Del Wakley</th>
<th>Dr. Roy Vargas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructor</td>
<td></td>
<td>Instructor</td>
<td>Instructor - IC</td>
<td>Associate Dean</td>
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<td>Counselor</td>
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<td></td>
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<td>Student Representative</td>
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</tbody>
</table>

Guest Present

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Agenda Item 1  Call to order, Introductions, Roll Call

Discussion:  Meeting called to order at 9:30 am by Mr. Geissler. Dr. Wakley introduced new member Ms. Highby and roll call was completed.

Action items:  None

<table>
<thead>
<tr>
<th>Person responsible</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
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</tbody>
</table>

Agenda Item 2  Determination of Quorum

Discussion:  Quorum was determined by Chairperson Geissler.

Action items:  None

<table>
<thead>
<tr>
<th>Person responsible</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
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</tbody>
</table>
### Old Business *(Required-Committee Approval/Recommendation for Action)*

#### Agenda Item 3  Advisory Membership Review *(Use Divisional Data Audit Forms)*

**Discussion:** Composite of advisory board was discussed by Dr. Wakley. Eight members represent management and four represent labor; two are minorities, seven female, five male; eight program grads. The committee agreed that we currently have a fairly diverse representation of the different areas of marketing. No industry areas of need were noted. The general consensus toward the earlier SOB-combined advisory event was very positive.

**Action items:**
- Determine MATC Admin. Advisory Committee composition goals.

<table>
<thead>
<tr>
<th>Person responsible:</th>
<th>Deadline:</th>
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<tbody>
<tr>
<td>Wakley</td>
<td>October 30</td>
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</tbody>
</table>

#### Agenda Item 4  Program Progress/Enrollment Reports

**Discussion:** Program progress/enrollment reports were discussed. The AAS showed a 5% increase in received apps; 28% increase in completed apps; and 12% increase in registered apps. The diploma, with a much smaller base, showed a 44% increase in received apps; 150% increase in completed apps; and 67% increase in registered apps. Committee suggested promoting MATC programs towards targeted audiences and to include Internal/committee communication of marketing efforts.

**Action items:**
- None

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<tr>
<th>Person responsible:</th>
<th>Deadline:</th>
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<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
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</table>

#### Agenda Item 5  Capital Equipment

**Discussion:** The committee discussed M316 facilities, hardware, software improvements. Ms. Kopel pointed out that the lab was designed to reflect industry standards and that propriety software has been largely replaced by free web-based applications. The committee viewed the lab upgrade very favorably. Dr. Vargas discussed the possibility of doing additional upgrading of M316 and M314 together; working collaboratively with the School of Media and Creative Arts.

**Action items:**
- Approval to continue with lab facilities, hardware, software improvements.

<table>
<thead>
<tr>
<th>Person responsible:</th>
<th>Deadline:</th>
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<tbody>
<tr>
<td>Wakley</td>
<td>November 30</td>
</tr>
</tbody>
</table>

**Moved:** Dave G  **Seconded:** Sandy W

#### Agenda Item 6  Curriculum Status and Review

**Discussion:** Dr. Wakley reviewed AAS and Diploma minor modifications that were approved in previous committee meetings in an effort to strengthen employer desired skillsets. He also reviewed the pathways modeled referred to in the SOB-combined advisory meeting. Ms. Kopel talked briefly about MKTG-144 Project Parameters and Proposals and how she was developing the course.

**Action items:**
- None. Program modifications were recommended/approved in previous meetings.

<table>
<thead>
<tr>
<th>Person responsible:</th>
<th>Deadline:</th>
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<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
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</tbody>
</table>

#### Agenda Item 7  Course Outcome Summary (COS)
Due to lack of time COS was tabled for next meeting. At that time Ms. Kopel will discuss the development of MKTG-144 Project Parameters and Proposals.

Action items: MKTG-144 COS for next meeting.

Person responsible: Kopel

Deadline: Next meeting

Agenda Item 8  
Quality Review Process (QRP)

An outline of the Marketing Management Program QRP process was reviewed by Dr. Wakley. He noted that the program is currently conducting Part 1: Self Study and outlined the key components of that step. He also pointed out that Parts 2 & 3 would be conducted next semester, Parts 1 and 2 would be reviewed at the next committee meeting and their input would likely be required for Parts 3 and 4. Dr. Wakley will look into the specifics of the committee’s role in the process.

Action items:
- Part 1: Self Study
- Part 2: Scorecard Review
- Part 3: Recommendations

Person responsible: MKTG MGT Faculty

Deadline:
- Part 1: Dec 31
- Part 2: Feb 28
- Part 3: Mar 31

Agenda Item 9  
Student Outcome Assessment (SOA)

Dr. Wakley discussed SP2013 SOA, which follows the WTCS System-established TSAs. SOA assessment is based on the capstone Marketing Management course and MKTG-176 Internship 2 course. Since MKTG-176 is no longer a requirement, the MKTG-175 Internship course will be used in future SOAs. Suggestions for improvement included the development of more artifacts to document student achievement and the evaluation of using downstream courses to measure particular learning outcomes: MKTG-173 for Learning Outcome C, for example.

Action items:
- Continue with SOA updates

Person responsible: MKTG MGT Faculty

Deadline: May 15

Agenda Item 10  
Technical Skills Attainment (TSA)

Dr. Wakley announced a 100% TSA success rate of program students, in the capstone Marketing Management course.

Action items:
- Submit 2013 – 2014 TSA Report

Person responsible: Wakley

Deadline: May 15

Agenda Item 11  
(Other Items)

No other old business items.

Person responsible: N/A

Deadline: N/A

New Business (Required-Committee Approval/Recommendation for Action)

Agenda Item 12  
(New Business Items) (Required-Committee Approval/Recommendation for Action)
### Agenda Item 13  
**Announcements and Meeting Arrangements**

**Discussion:** The committee shared the following trends within their industries:

- **Industrial publishing:** Mr. Geissler said business was up 5 – 7% with more web-base developments. He’s seeing the development of software that tracks all buyer behavior and said 15% of web traffic is via mobile phone.
- **Event Marketing:** Mr. Goodwillie said that GMR involved w/Olympics and the World Cup and that his firm is focusing on globalization.
- **Social Media/Web Marketing:** According to Ms. Highby, manufacturing no realizing the power of the Internet and doing more SM/Web marketing.
- **Business publishing:** Ms. Wysocki announced and showed the Milwaukee Business Journal’s newsstand app on iTunes, which allow users to click paste to Facebook. She pointed out that business news garnered throughout the day via online/digital channel as users rely on print. The MBJ has also developed digital portals for colleges/corporations.
- **Marketing Consulting:** Mr. Quill stated that one key trend is clients’ hunger for lead generation.

**Action items:**

<table>
<thead>
<tr>
<th>Action items:</th>
<th>Person responsible:</th>
<th>Deadline:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email SM Fundamentals info to committee w/minutes draft to review. No action needed.</td>
<td>Wakley/Vang</td>
<td>October 18</td>
</tr>
</tbody>
</table>

### Agenda Item 14  
**Next Meeting Date** (Committee Decision)

**Discussion:** Next meeting will be scheduled for late March 2014. Specific time/date TBA.

**Action items:**

<table>
<thead>
<tr>
<th>Action items:</th>
<th>Person responsible:</th>
<th>Deadline:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine specific time/date.</td>
<td>Wakley/Geissler</td>
<td>December</td>
</tr>
</tbody>
</table>

### Agenda Item 15  
**Adjournment**

**Discussion:** Meeting was adjourned at 10:45 AM.

**Action items:**

<table>
<thead>
<tr>
<th>Action items:</th>
<th>Person responsible:</th>
<th>Deadline:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motion to adjourn: D. Goodwillie Second: S. Wysocki</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Fashion/Retail Marketing

Advisory Committee Meeting Minutes

Meeting Date: Oct. 4, 2013  
Time: 9:15 am

Location: Milwaukee Room  
Room: M614

Facilitator: Lisa Goljenboom  
Minute Taker: A. Lucht

Members - Present X /Not Present  
Company Represented

Lisa Goljenboom  
Bon-Ton Stores, Inc.

Jim Sajdak  
Stan’s Fit For Your Feet

Megan Sajdak  
Stan’s Fit For Your Feet

Dan Iselin  
Goodwill Industries

Heidi Kenner  
Maurice’s

Kevin Long  
T. J. Maxx

Lisa McFadden  
Crazy 8

MATC Representatives Present  
Position/Title

Deb Jansky  
Instructor

Ann Lucht  
Instructor - IC

Roy Vargas  
Associate Dean

Suzanne Moore  
Counselor

Student Representative

Guest Present

Darryl Habeck  
PT Business Instructor

Nancy Cooper-Crosby  
Educational Assistant – F/R Retention

A. Call to order/Introduction/Roll Call

Discussion:  L. Goljenboom called meeting to order at 9:40 am and introductions were made.

D. Iselin announced his new title with Goodwill is Talent Acquisition Consultant. J. Sajdak is stepping down and M. Sajdak will be the new Stan’s Fit For Your Feet representative.

Action items:  
Person responsible:  
Deadline:

B. Determination of Quorum

Discussion:  D. Jansky stated there was a quorum.

Action items:  
Person responsible:  
Deadline:
C. Old Business *(Required-Committee Approval/Recommendation for Action)*

<table>
<thead>
<tr>
<th>Item</th>
<th>Advisory Membership Review <em>(Use Divisional Data Audit Forms)</em></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discussion:</strong></td>
<td>Not discussed.</td>
</tr>
<tr>
<td><strong>Action items:</strong></td>
<td><strong>Person responsible:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Program Progress/Enrollment Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discussion:</strong></td>
<td>S. Moore reviewed the Received Applications (90 vs. 75, -16.67%), the Completed Applications (49 vs. 45, -8.16%), and the Registered Applications (40 vs. 35, -12.50%) for FA13 compared to this year’s FA14 numbers. Discussed followed on: different &amp; more independent registration procedures that assume students are more computer savvy; there are more schools for students to elect to attend &amp; a strong message at the high school level for 4 year college; the use of Counselor Program &amp; Planning Sessions at MATC in the past; importance of Online Orientation, easy to find Help link during online registration, importance of adequate registration staffing; the possibility of an earlier registration deadline; the use of dept. personal individually contacting program applicants; &amp; the use of alumni speakers at orientations. Industry members stated they used face-to-face “huddles”, posters, and e-mail to communicate with employers.</td>
</tr>
<tr>
<td><strong>Action items:</strong></td>
<td><strong>Person responsible:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Program Promotion Update</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discussion:</strong></td>
<td>A. Lucht shared the printed F/R Program card with updated pictures from the May student photo shoot at Goodwill. The updated F/R Program folder materials are being developed with a tentative draft preview date of Oct. 7, 2013. D. Jansky received graphics for Facebook page and will notify members with link with they have been added to the page.</td>
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<tr>
<td><strong>Action items:</strong></td>
<td><strong>Person responsible:</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Retention Grant Update</th>
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</thead>
<tbody>
<tr>
<td><strong>Discussion:</strong></td>
<td>D. Jansky introduced N. Cooper-Crosby the Educational Assistant for the Fashion/Retail program hired through the Retention Grant that was awarded last Spring. Nancy will be working with struggling students referred by F/R instructors who have the potential for dropping out. Nancy connects with traditional and online students before classes, via e-mail, surveys, and one-on-one. She is developing lists for workshops &amp; student tutors. She has been received well by students. Nancy is also a certified Life Coach.</td>
</tr>
<tr>
<td><strong>Action items:</strong></td>
<td><strong>Person responsible:</strong></td>
</tr>
<tr>
<td>Item</td>
<td>Course Outcome Summary (COS)</td>
</tr>
<tr>
<td>--------</td>
<td>---------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Discussion: None discussed due to shortened individual meeting time.</td>
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<td></td>
<td>Person responsible:</td>
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<td></td>
<td>Deadline:</td>
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<tr>
<td>Item</td>
<td>Quality Review Process (QRP)</td>
</tr>
<tr>
<td></td>
<td>Discussion: None</td>
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<td>Person responsible:</td>
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<td>Deadline:</td>
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<tr>
<td>Item</td>
<td>Student Outcome Assessment (SOA)</td>
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<td>Discussion: None</td>
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<td>Person responsible:</td>
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<td>Deadline:</td>
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<tr>
<td>Item</td>
<td>Technical Skills Attainment (TSA)</td>
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<td>Discussion: None</td>
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<td>Person responsible:</td>
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<td>Deadline:</td>
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<tr>
<td>Item</td>
<td>(Other Items)</td>
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<tr>
<td></td>
<td>Discussion: None</td>
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<td>Person responsible:</td>
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<td>Deadline:</td>
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</table>
## D. New Business (Required-Committee Approval/Recommendation for Action)

<table>
<thead>
<tr>
<th>Item 1</th>
<th>Approval of Diploma Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion:</td>
<td>D. Jansky discussed importance of Pathways and MATC support of 1 year diplomas as a major component and shared the proposed Fashion Diploma and Retail Diploma. Dr. Vargas joined at this point – he thanked the members for their participation, help, contributions, and impact to student success. He welcomed N. Crosby. Announced A. Lucht retirement and thanked for years of service. Thanked D. Habeck for attending. Dr. Vargas discussed importance to student of earning a diploma for recognition, employment, and moving onto a 2 year Associate degree. He stated part of the WTCS (the “State”) funding and evaluation of MATC programs is based on completion rates. Diplomas substantiate student accomplishments and completion rates. Dr. Vargas job identification for diplomas input from members. D. Iselin – More successful for MATC than student; no additional opportunities (GED/HS, 2 Year, 4 Year); good for ground floor and as a foundation. L. Goljenboom – At store level = entry level hourly or hourly supervisor; AAS or BS for higher. At corporate level = entry level hourly with no promotion. M. Sajdak – Agreed with above. Members recognized the significance to MATC as a tangible motivator. D. Iselin motioned to approve the Fashion Diploma and the Retail Diploma M. Sajdak seconded the motion. Motion was approved.</td>
</tr>
</tbody>
</table>

### Action items:  
- Person responsible:  
- Deadline: |

## E. Announcements and Meeting Arrangements

| Discussion: |
| Action items:  
- Person responsible:  
- Deadline: |

## F. Next Meeting Date (Committee Decision)

| Discussion: | Next meeting set for Thursday Feb. 27, 2014, 9:00 am at Oak Creek |
| Action items:  
- Person responsible:  
- Deadline: |

## G. Adjournment

| Discussion: | M. Sajdak motioned to adjourn.  
D. Iselin seconded. Meeting was adjourned at 11:07 am. |
| Action items:  
- Person responsible:  
- Deadline: |