

Southeast Tech
Marketing Program Overview
EXECUTIVE SUMMARY

Purpose:

To provide the School Board information about the Marketing programs at Southeast Tech.

The presentation will provide the School Board information about the Marketing programs at Southeast Tech, and introduce the principals involved. The Marketing programs include the core Marketing Program and emphases in either Sales or Marketing Design. The information shared will include data on the faculty, students and graduates of Southeast Tech, program details, student demographics and career/employer information. These programs are all two year AAS Degrees and allow for flexibility for double-majoring with other Business Degrees.

Administrative Recommendation to School Board:

To acknowledge the Southeast Tech programs Overview Report.

Our Story
Marketing
Marketing: Design
Marketing: Sales

Report to Sioux Falls School Board
April 4, 2018



Our Programs

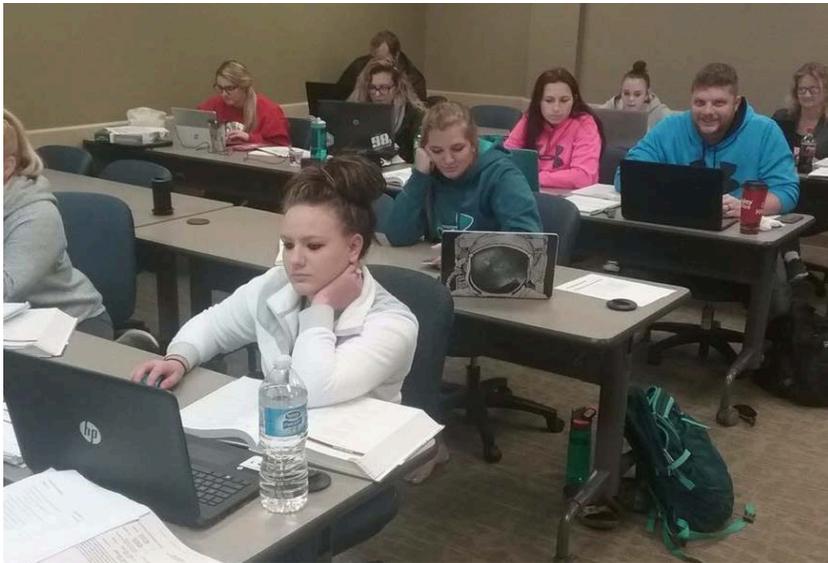
- **Marketing**
- 2 year AAS degrees
 - Emphasis in Design
 - Emphasis in Sales
 - Emphasis options require specific classes in place of electives

Our Faculty

- Kim Weihe; MBA
 - Marketing, Adobe InDesign, Social Media, Advertising
 - 17 years educator
 - 11 years admin experience in post-secondary education
- Brian Williams; MBA
 - Marketing, Sales, Consumer Behavior, Market Research, Marketing Management
 - 14 years educator, 22 years public and private business experience
 - Owner, Williams and Associates, Market Research Firm, 10 years
- Advisors to 130 traditional and online students

Who are our students?

- Traditional Students - NW Iowa, SW Minnesota, Eastern South Dakota
- Transfer Students - from 4 year schools - looking for a better fit
- Non-Traditional - seeking new careers, advancement or retraining
- Online/On Campus - Approximately 50% of students fully online



Online programs

- All Marketing programs are offered fully online.
- Programs follow “Best Practices” as outlined by HLC and SLOAN.
 - Clear, specific and timely communication
 - Voiced lectures
 - Interactive class communication
 - Hands on activities and assignments- just like in traditional classes
 - Specific due dates each week
 - Stable LMS for delivery
 - Instructor Support on weekends and evenings

DATA

- Over 1,000 graduates to date.
 - 30-35 graduates each year
- EMPLOYMENT within 6 months of graduation
 - 96% employed; all employed in field
- Where are our Grads working:
 - SD 85%
 - IA 8%
 - MN 5%
 - Other 2%

Innovative leadership



- Diversity Fair
- Successful Student Seminars
- Latino Outreach
- STI for the Cure
- New Student Welcome
- Business Trip
- Halloween Costume Contest

Hands-On Market Research



What do grads say about Southeast's Marketing programs?

"I loved that the professors were more than willing to go the extra mile to help me succeed! Even after I graduated, they stay in touch and take a genuine interest in my future. While I was attending Southeast Tech I was able to work full-time and go to school full-time. Southeast Tech gave me the skills and experience I needed to launch my career."

Jessica Newell



What do grads say about Southeast's Marketing programs?



“I went to Southeast Tech because I expected they would give me great hands-on education for Marketing, and that’s exactly what I received. From the education I received, I have been able to gain employment with successful advertising and marketing companies around the country!”

Ashton Beck

What do grads say about Southeast's Business programs?

“I use the knowledge and skills I gained while I was attending Southeast Tech every day. These skills/knowledge include professionalism in every way possible, researching techniques, computer and software skills, designing skills, presentation skills, etc. I use these skills to better the company I work for.”

Jasmine Boer



Where do our graduates work and what do they do?

Event Manager
Mortgage Office
Operation Risk Management & Procedure
Realtor
Marketing Manager
Retail Sales Manager
Fitness Manager
Sales
Patient Relations Coordinator
Director of Media Relations
Graphic Designer/Production
Manager
Web Designer & Developer

Sioux Falls Convention Center
Sioux Falls Federal Credit Union
Wells Fargo
Meritus Group
American State Bank
Graham Tire Company
GreatLife
Fastenal
Midtown Dental Health
Sioux Falls Storm
Pinnacle Signs and Graphics
Sioux Falls Skyzone
State of South Dakota

Where do our graduates work and what do they do?

Account Executive
Marketing Manager
Account Executive
Account Executive
Office Manager
Purchasing & Logistics Manager
Account Executive
Event Coordinator
Sales Executive
Office Manager
Digital Marketing Analyst
Account Executive
Marketing Manager

MSpark Advertising Agency
Sampson House
Midco
KeyMedia Solutions
Epicosity Advertising
Grand Prairie Foods
A & B Business Equipment
J & L Harley Davidson
Sioux Falls Stampede
Weller Brothers Landscaping
Capital Services
Keloland News
Capital Services

The answer is.....

Our Grads work in **all industries!**

They work in:

- Health Care
- Banking
- Real Estate
- Retail
- Insurance
- Hospitality
- Manufacturing

They are:

- Marketing Managers
- Sales Managers
- Account Executives
- Business owners
- Event Coordinators
- Marketing Analysts

Thank you

Administrative Recommendation to School Board:

To acknowledge the Southeast Tech : Our Story Report

Questions?

