



WISCONSIN
INDIANHEAD
TECHNICAL
COLLEGE

Marketing Curriculum Map

Program offered at New Richmond, Rice Lake, and Superior
Check out this program at <http://www.witc.edu/programs/progcerts.htm>



School Year 2006-2007

Marketing

(Two-Year)
Associate Degree (10-104-3)



Job Titles

Market Analyst
Marketing Assistant
Marketing Coordinator
Marketing Director
Marketing Manager
Marketing/Sales Manager
Marketing Services Coordinator
Buyer
Account Executive
Sales Consultant
Store Manager
Inside Sales

Butternut High School

First Semester		Second Semester	
10104102	Marketing Principles	10104125	Multi-Media Marketing
10104104	Selling Principles	10104190	Retail Principles
10103124A	MS Excel A	10101115	Accounting Principles
10103129	Introduction to MS Office	10801195	Written Communication
10804125	Business Math	10809195	Economics
10801196	Oral/Interpersonal Communication	or	or
		10809144	Principles of Macroeconomics
Third Semester		Fourth Semester	
10104126	Sales Promotion/Imaging	10104160	Marketing Management
10104192	Merchandise Management	10104175	Marketing Research
10104198	Managing Human Resources	10104180	Marketing Field Study
10196108	Customer Service	10145101	Entrepreneurship
10801197	Technical Reporting	10105125	Business Law
10809199	Psychology of Human Relations	10809196	Introduction to Sociology
Helpful High School Courses		Electives	
	Accounting	10104103	Marketing: International
	Marketing		Business Practice Firm
	English/Basic Grammar	10104105	Principles of Public Relations
	Keyboarding	10104148	Advanced Selling
	Basic Computer Skills		

Courses reflected in **red** are approved for advanced standing with WITC.

Note: Course sequence may vary by campus.