**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

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<th>Glenwood City High School</th>
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<td><strong>First Semester</strong></td>
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**Third Semester**
- 10104126 Sales Promotion/Imaging
- 10104192 Merchandise Management
- 10104198 Managing Human Resources
- 10196108 Customer Service
- 10801197 Technical Reporting
- 10809199 Psychology of Human Relations

**Fourth Semester**
- 10104160 Marketing Management
- 10104175 Marketing Research
- 10104180 Marketing Field Study
- 10145101 Entrepreneurship
- 10105125 Business Law
- 10809196 Introduction to Sociology

**Helpful High School Courses**
- Accounting
- Marketing
- English/Basic Grammar
- Keyboarding
- Basic Computer Skills

**Electives**
- 10104103 Marketing: International
- 10104105 Business Practice Firm
- 10104148 Principles of Public Relations
- Advanced Selling

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

Note: Course sequence may vary by campus.