



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

### Hudson High School

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

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

Note: Course sequence may vary by campus.