



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

Northwestern 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.