## Marketing Curriculum Map

Program offered at New Richmond, Rice Lake, and Superior

Check out this program at [http://www.witc.edu/programs/progcerts.htm](http://www.witc.edu/programs/progcerts.htm)

### 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

### Prairie Farm High School

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<tr>
<th>First Semester</th>
<th>Second Semester</th>
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<tbody>
<tr>
<td>10104102</td>
<td>10104125</td>
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<td>10104104</td>
<td>10104190</td>
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<td>10103124A</td>
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**Marketing Principles**

**Selling Principles**

**MS Excel A**

**Introduction to MS Office**

**Business Math**

**Oral/Interpersonal Communication**

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<tr>
<th>Third Semester</th>
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<tr>
<td>10104126</td>
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**Sales Promotion/Imaging**

**Merchandise Management**

**Managing Human Resources**

**Customer Service**

**Technical Reporting**

**Psychology of Human Relations**

### 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

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

Note: Course sequence may vary by campus.