



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

Rice Lake 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.