## Marketing Curriculum Map

Program offered at New Richmond, Rice Lake, and Superior

Check out this program at 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

### Marketing (Two-Year)
Associate Degree (10-104-3)

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<tr>
<th><strong>First Semester</strong></th>
<th><strong>Second Semester</strong></th>
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<td>10104102</td>
<td>10104125</td>
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- Marketing Principles
- Selling Principles
- MS Excel A
- Introduction to MS Office
- Business Math
- Oral/Interpersonal Communication
- Multi-Media Marketing
- Retail Principles
- Accounting Principles
- Written Communication
- Economics
- Principles of Macroeconomics

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<th><strong>Third Semester</strong></th>
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- Sales Promotion/Imaging
- Merchandise Management
- Managing Human Resources
- Customer Service
- Technical Reporting
- Psychology of Human Relations
- Marketing Management
- Marketing Research
- Marketing Field Study
- Entrepreneurship
- Business Law
- Introduction to Sociology

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

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<th><strong>Electives</strong></th>
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- 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.