



**10-102-3 BUSINESS MANAGEMENT - MARKETING EMPHASIS  
2018-19 PROGRAM CURRICULUM CHECKLIST  
WISCONSIN INDIANHEAD TECHNICAL COLLEGE (WITC)  
ASHLAND, NEW RICHMOND, RICE LAKE, SUPERIOR**

Name/ID \_\_\_\_\_

Date \_\_\_\_\_

CATALOG NUMBER	COURSE TITLE	HOURS PER WEEK		CREDITS		NOTES	DATE COMPLETED	TRANSFER OR GRADE
<b>FIRST TERM</b>								
10-103-125	MS Outlook	2	hours per week	1	credit			
10-103-146	MS Word A	2	hours per week	1	credit			
10-105-100	Introduction to Business	3	hours per week	3	credits			
10-196-191	Supervision	3	hours per week	3	credits			
10-801-136	English Composition 1 Prerequisite: Established scores on placement assessments or Corequisite: 10-831-103 Introduction to College Writing	3	hours per week	3	credits			
10-804-123	Math with Business Applications Prerequisite: Established score on placement assessment or 10-834-109 Pre-Algebra	3	hours per week	3	credits			
	<b>FIRST TERM TOTAL</b>	16	hours per week	14	credits			
<b>SECOND TERM</b>								
10-101-101	Financial Accounting 1	5	hours per week	4	credits			
10-103-151	MS Excel A	2	hours per week	1	credit			
10-104-102	Marketing Principles	4	hours per week	3	credits			
10-114-107	Principles of Finance	3	hours per week	3	credits			
10-801-196 or 10-801-198	Oral/Interpersonal Communication or Speech	3	hours per week	3	credits			
	<b>SECOND TERM TOTAL</b>	17	hours per week	14	credits			
<b>THIRD TERM</b>								
10-104-104	Selling Principles	4	hours per week	3	credits			
10-104-110	Technological Applications in Marketing	4	hours per week	3	credits			
10-104-189	Social Media Marketing	4	hours per week	3	credits			
10-105-125	Business Law	3	hours per week	3	credits			
10-104-191	Customer Service Management	3	hours per week	3	credits			
10-809-195	Economics	3	hours per week	3	credits			
	<b>THIRD TERM TOTAL</b>	21	hours per week	18	credits			



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CATALOG NUMBER	COURSE TITLE	HOURS PER WEEK		CREDITS		NOTES	DATE COMPLETED	TRANSFER OR GRADE
<b>FOURTH TERM</b>								
10-104-125	Multi-Media Marketing Prerequisite: 10-104-102 Marketing Principles	4	hours per week	3	credits			
10-104-148	Sales Management Prerequisite: 10-104-104 Selling Principles	4	hours per week	3	credits			
10-104-180	Business and Marketing Field Study Prerequisite: Minimum of 36 credits of program coursework must be completed prior to enrolling in this course	4	hours per week	2	credits			
10-809-188 or 10-809-198	Developmental Psychology or Introduction to Psychology	3	hours per week	3	credits			
	Elective	3	hours per week	3	credits			
	<b>FOURTH TERM TOTAL</b>	<b>18</b>	hours per week	<b>14</b>	credits			
	<b>PROGRAM REQUIREMENTS</b>			<b>60</b>	<b>Total Credits</b>			

Select the curriculum checklist based on the academic year you begin enrollment in your program.

Students admitted mid-year (January) and/or any student who takes courses out of sequence are not guaranteed course availability in all terms of the program. Enrollment in additional terms may be required to complete graduation requirements.

Please be advised that low enrollment class sections may be cancelled. You will be contacted by Student Services with information on other class sections available in alternate formats

WITC GENERAL STUDIES COURSE OPTIONS FOR WITC ASSOCIATE DEGREE PROGRAMS

Specific General Studies courses are scheduled as requirements for this program. If you have completed General Studies coursework at another Wisconsin technical college, please refer to the Acceptable Transfer Course document at the following link (find your program) to see if your previous coursework will transfer <https://www.witc.edu/academic-programs/degree-programs-and-certificates/general-studies-courses/courses>

If you have completed General Studies coursework at WITC in a prior term, the same options will apply for your program requirements.

**ELECTIVE REQUIREMENTS:** To meet the elective credit requirements for this program, you will be required to take associate degree level coursework, i.e., catalog numbers beginning with a 10 (with the exception of General College courses 10-831-103, 10-834-109, 10-835-103, and 10-838-104).

**GRADUATION REQUIREMENTS:** Although your academic advisor can provide guidance, you are ultimately responsible for selecting courses that meet a program's graduation requirements. If you do not take courses in the recommended sequence above, it may delay your completion of graduation requirements. A program plan grade point of 2.0 in a 4.0 grade system is required to graduate.

**EARN CREDIT FOR WHAT YOU ALREADY KNOW:** Visit <http://www.witc.edu/academics/transfer/priorlearn.htm> for more information



