



**10-102-3 BUSINESS MANAGEMENT - MARKETING EMPHASIS
2019-20 PROGRAM CURRICULUM CHECKLIST**

**WISCONSIN INDIANHEAD TECHNICAL COLLEGE (WITC)
ASHLAND*, NEW RICHMOND*, RICE LAKE*, SUPERIOR*
OUTREACH CENTERS: HAYWARD*, LADYSMITH***

***Combination of Online, Your Choice, In Person, and ITV (Interactive Television)**

Name/ID _____

Date _____

CATALOG NUMBER	COURSE TITLE	HOURS PER WEEK		CREDITS		NOTES	DATE COMPLETED	TRANSFER OR GRADE
FIRST TERM								
10-103-125	MS Outlook	2	hours per week	1	credit			
10-103-146	MS Word A	2	hours per week	1	credit			
10-104-191	Customer Service Management	3	hours per week	3	credits			
10-105-100	Introduction to Business	3	hours per week	3	credits			
10-801-136	English Composition 1	3	hours per week	3	credits			
10-804-123	Math with Business Applications	3	hours per week	3	credits			
	FIRST TERM TOTAL	16	hours per week	14	credits			
SECOND TERM								
10-103-151	MS Excel A	2	hours per week	1	credit			
10-104-102	Marketing Principles	4	hours per week	3	credits			
10-104-104	Selling Principles	4	hours per week	3	credits			
10-104-110	Technological Applications in Marketing	4	hours per week	3	credits			
10-114-107	Principles of Finance	3	hours per week	3	credits			
10-801-196	Oral/Interpersonal Communication	3	hours per week	3	credits			
	SECOND TERM TOTAL	20	hours per week	16	credits			
THIRD TERM								
10-101-101	Financial Accounting 1	5	hours per week	4	credits			
10-104-189	Social Media Marketing	4	hours per week	3	credits			
10-105-125	Business Law	3	hours per week	3	credits			
10-196-191	Supervision	3	hours per week	3	credits			
10-809-195	Economics	3	hours per week	3	credits			
	THIRD TERM TOTAL	18	hours per week	16	credits			



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FOURTH TERM								
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 (This class is only offered in the Spring term) Prerequisite: Minimum of 36 credits of program coursework must be completed prior to enrolling in this course	4	hours per week	2	credits			
10-809-198	Introduction to Psychology	3	hours per week	3	credits			
	Elective	3	hours per week	3	credits			
	FOURTH TERM TOTAL	18	hours per week	14	credits			
	PROGRAM REQUIREMENTS			60	Total Credits			

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

Co-enrollment in 99-831-900 Writing Essentials may be recommended in addition to English Composition 1.

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 average (GPA) of 2.0 in a 4.0 grade system is required to graduate.

EARN CREDIT FOR WHAT YOU ALREADY KNOW: Visit <https://www.witc.edu/admissions/preparing-for-college/credit-for-prior-learning> for more information

All prerequisite/corequisite courses must be completed with a grade point of 2.0 or better.

Revised 8/27/2019