

MARKETING

Overview

Marketing Associate of Applied Science Degree

Program Code: 10-104-3

For more information: [wctc.edu/marketing](http://www.wctc.edu/marketing/) (<http://www.wctc.edu/marketing/>)

Marketing plays a fundamental role in business by creating, communicating and delivering products or services. In this dynamic, hands-on program, gain a comprehensive understanding of business and marketing fundamentals. Develop skills in advertising, customer service, communication, sales and strategy. Explore the latest trends and technology in digital and experiential marketing.

The minimum required course grades and program grade point average (GPA) for students under this catalog are:

Core Courses = C

General Studies Courses = C

Program GPA = 2.0

Build your degree along a career pathway. Start with a couple of courses or an entry-level credential to enter the job market in your area of interest, then continue with higher credentials on your educational path for job advancement and higher wages.

Career Pathway

1. Digital Marketing Promotions 18
2. Marketing 63

Related Certificates that can be earned along the way.

- Marketing Management Technical Certificate (<https://catalog.wctc.edu/programs/marketing-management/>)
- Entrepreneurship Technical Certificate (<https://catalog.wctc.edu/programs/entrepreneurship/>)
- Marketing Media Technical Certificate (<https://catalog.wctc.edu/programs/marketing-media/>)
- Marketing Leadership and Innovation Technical Certificate (<https://catalog.wctc.edu/programs/marketing-leadership-innovation/>)
- Global Marketing Technical Certificate (<https://catalog.wctc.edu/programs/global-marketing/>)
- Social Media Marketing Technical Certificate (<https://catalog.wctc.edu/programs/social-media-marketing/>)

Learning Outcomes

Program Outcomes

1. Develop strategies to anticipate and satisfy market needs.
2. Promote products, services, images, and/or ideas to achieve a desired outcome.
3. Evaluate information through the market research process to make business decisions.
4. Prepare selling strategies.

Critical Life Skills

To help our students prepare for success in a workplace and society that is **increasingly global, multi-cultural, and collaborative**, all students are given opportunities to develop and demonstrate Critical Life Skills, both in and out of the classroom. The following Critical Life Skills are learning outcomes for WCTC students.

- **Communication:** Demonstrate appropriate communication.
- **Critical Thinking/Problem Solving:** Demonstrate critical thinking skills to analyze situations and solve problems.
- **Relationships:** Demonstrate effective interpersonal skills.
- **Self-management:** Demonstrate responsible and respectful behavior.

Required Courses

Listed below are the required courses for the program. To view the recommended sequence for taking courses click on the plan of study tab(s) above. Work with your Academic Advisor to design a program plan!

View your **Program Matrix** to find out when each course will be offered (term and time of day).

| Code | Title | Credits |
|--|--------------------------------|---------|
| Core Courses | | |
| 101-105 | Accounting Fundamentals | 3 |
| Approved Substitutes: 101-109 OR 101-111 | | |
| 102-101 | Business Professionalism | 1 |
| Approved Substitute: 104-112 | | |
| 104-102 | Marketing Principles | 3 |
| 104-104 | Sales Principles | 3 |
| 104-111 | Technology Tools for Marketing | 3 |
| 104-113 | Digital Marketing | 2 |
| 104-114 | Social Media Promotion | 2 |
| Approved Substitute: 104-109 | | |
| 104-125 | Advertising | 3 |
| Approved Substitute: 104-190 | | |
| 104-157 | Marketing Management | 3 |
| 104-165 | Marketing Public Relations | 3 |
| 104-167 | Experiential Marketing | 3 |
| 104-173 | Marketing Research | 3 |
| 106-162 | Introduction to Microsoft Word | 1 |
| Approved Substitute: 106-110 | | |
| 106-163 | Intro to Microsoft Excel | 1 |
| Approved Substitute: 106-110 | | |
| 138-155 | Global Marketing | 3 |
| 152-105 | Intro to Web Development | 2 |
| Approved Substitute: 201-110 | | |
| 196-125 | Management of Customer Service | 3 |
| 196-140 | Managing People | 3 |
| Approved Substitute: 196-191 | | |
| General Studies | | |
| 801-136 | English Composition 1 | 3 |
| Approved Substitute: 801-223 | | |
| 801-196 | Oral/Interpersonal Comm | 3 |
| Approved Substitute: 801-198 | | |

| | | |
|---|-------------------------------|-----------|
| 804-123 | Math w Business Apps | 3 |
| Approved Substitutes: 804-107 OR 804-115 OR 804-116 OR 804-118 OR 804-195 OR 804-198 OR 804-211 | | |
| 809-195 | Economics | 3 |
| Approved Substitutes: 809-143 OR 809-287 | | |
| 809-196 | Intro to Sociology | 3 |
| 809-199 | Psychology of Human Relations | 3 |
| Approved Substitute: 809-198 | | |
| Total Credits | | 63 |

Full-time, Fall Start Plan

First Year

| Fall Term 1 | | Credits |
|----------------|--------------------------------|----------|
| 104-102 | Marketing Principles | 3 |
| 104-111 | Technology Tools for Marketing | 3 |
| Credits | | 6 |

Fall Term 2

| | | |
|----------------|---|----------|
| 106-162 | Introduction to Microsoft Word <small>This course will run 4 weeks.</small> | 1 |
| 804-123 | Math w Business Apps | 3 |
| 801-136 | English Composition 1 | 3 |
| Credits | | 7 |

Winter Interim

| | | |
|----------------|---|----------|
| 106-163 | Intro to Microsoft Excel <small>This course will run 4 weeks.</small> | 1 |
| Credits | | 1 |

Spring Term 1

| | | |
|----------------|--------------------------------|----------|
| 104-173 | Marketing Research | 3 |
| 196-125 | Management of Customer Service | 3 |
| Credits | | 6 |

Spring Term 2

| | | |
|----------------|------------------------|----------|
| 104-104 | Sales Principles | 3 |
| 104-167 | Experiential Marketing | 3 |
| Credits | | 6 |

Second Year

Summer Interim

| | | |
|----------------|-------------------------|----------|
| 801-196 | Oral/Interpersonal Comm | 3 |
| Credits | | 3 |

Summer Term

| | | |
|----------------|-------------------------|----------|
| 101-105 | Accounting Fundamentals | 3 |
| 809-196 | Intro to Sociology | 3 |
| Credits | | 6 |

Fall Term 1

| | | |
|----------------|-------------------------------|----------|
| 104-114 | Social Media Promotion | 2 |
| 138-155 | Global Marketing | 3 |
| 809-199 | Psychology of Human Relations | 3 |
| Credits | | 8 |

Fall Term 2

| | | |
|----------------|--------------------------|----------|
| 102-101 | Business Professionalism | 1 |
| 104-113 | Digital Marketing | 2 |
| 104-125 | Advertising | 3 |
| Credits | | 6 |

Spring Term 1

| | | |
|----------------|--------------------------|----------|
| 152-105 | Intro to Web Development | 2 |
| 196-140 | Managing People | 3 |
| 809-195 | Economics | 3 |
| Credits | | 8 |

Spring Term 2

| | | |
|----------------------|----------------------------|-----------|
| 104-157 | Marketing Management | 3 |
| 104-165 | Marketing Public Relations | 3 |
| Credits | | 6 |
| Total Credits | | 63 |

Part-time, Fall Start Plan

First Year

| Fall Term 1 | | Credits |
|----------------|-----------------------|----------|
| 801-136 | English Composition 1 | 3 |
| Credits | | 3 |

Fall Term 2

| | | |
|----------------|----------------------|----------|
| 104-102 | Marketing Principles | 3 |
| Credits | | 3 |

Winter Interim

| | | |
|----------------|--------------------------------|----------|
| 106-162 | Introduction to Microsoft Word | 1 |
| Credits | | 1 |

Spring Term 1

| | | |
|----------------|--------------------------------|----------|
| 196-125 | Management of Customer Service | 3 |
| Credits | | 3 |

Spring Term 2

| | | |
|----------------|------------------|----------|
| 104-104 | Sales Principles | 3 |
| Credits | | 3 |

Second Year

Summer Term

| | | |
|----------------|----------------------|----------|
| 804-123 | Math w Business Apps | 3 |
| Credits | | 3 |

Fall Term 1

| | | |
|----------------|------------------------|----------|
| 104-114 | Social Media Promotion | 2 |
| Credits | | 2 |

Fall Term 2

| | | |
|----------------|-------------|----------|
| 104-125 | Advertising | 3 |
| Credits | | 3 |

Winter Interim

| | | |
|----------------|--------------------------|----------|
| 106-163 | Intro to Microsoft Excel | 1 |
| Credits | | 1 |

Spring Term 1

| | | |
|----------------|--------------------|----------|
| 104-173 | Marketing Research | 3 |
| Credits | | 3 |

Spring Term 2

| | | |
|----------------|------------------------|----------|
| 104-167 | Experiential Marketing | 3 |
| Credits | | 3 |

Third Year

Summer Term

| | | |
|----------------|-------------------------|----------|
| 101-105 | Accounting Fundamentals | 3 |
| Credits | | 3 |

| | | |
|-----------------------|--------------------------------|-----------|
| Fall Term 1 | | |
| 104-111 | Technology Tools for Marketing | 3 |
| Credits | | 3 |
| Fall Term 2 | | |
| 102-101 | Business Professionalism | 1 |
| 104-113 | Digital Marketing | 2 |
| Credits | | 3 |
| Spring Term 1 | | |
| 809-199 | Psychology of Human Relations | 3 |
| Credits | | 3 |
| Spring Term 2 | | |
| 104-165 | Marketing Public Relations | 3 |
| Credits | | 3 |
| Fourth Year | | |
| Summer Term | | |
| 801-196 | Oral/Interpersonal Comm | 3 |
| Credits | | 3 |
| Fall Term 1 | | |
| 138-155 | Global Marketing | 3 |
| Credits | | 3 |
| Fall Term 2 | | |
| 196-140 | Managing People | 3 |
| Credits | | 3 |
| Winter Interim | | |
| 809-195 | Economics | 3 |
| Credits | | 3 |
| Spring Term 1 | | |
| 152-105 | Intro to Web Development | 2 |
| Credits | | 2 |
| Spring Term 2 | | |
| 104-157 | Marketing Management | 3 |
| Credits | | 3 |
| Fifth Year | | |
| Summer Term | | |
| 809-196 | Intro to Sociology | 3 |
| Credits | | 3 |
| Total Credits | | 63 |

Full-time, Spring Start Plan

| | | |
|----------------------|---|----------|
| First Year | | |
| Spring Term 1 | | |
| 104-102 | Marketing Principles | 3 |
| 801-136 | English Composition 1 | 3 |
| Credits | | 6 |
| Spring Term 2 | | |
| 104-104 | Sales Principles | 3 |
| 104-167 | Experiential Marketing | 3 |
| Credits | | 6 |
| Summer Term | | |
| 106-162 | Introduction to Microsoft Word <small>This course will run 4 weeks.</small> | 1 |

| | | |
|-----------------------|---|-----------|
| 804-123 | Math w Business Apps | 3 |
| Credits | | 4 |
| Fall Term 1 | | |
| 104-111 | Technology Tools for Marketing | 3 |
| 104-114 | Social Media Promotion | 2 |
| 106-163 | Intro to Microsoft Excel <small>This course will run 4 weeks.</small> | 1 |
| Credits | | 6 |
| Fall Term 2 | | |
| 104-125 | Advertising | 3 |
| 809-199 | Psychology of Human Relations | 3 |
| Credits | | 6 |
| Winter Interim | | |
| 801-196 | Oral/Interpersonal Comm | 3 |
| Credits | | 3 |
| Second Year | | |
| Spring Term 1 | | |
| 104-173 | Marketing Research | 3 |
| 152-105 | Intro to Web Development | 2 |
| Credits | | 5 |
| Spring Term 2 | | |
| 104-165 | Marketing Public Relations | 3 |
| 196-140 | Managing People | 3 |
| 809-195 | Economics | 3 |
| Credits | | 9 |
| Summer Term | | |
| 101-105 | Accounting Fundamentals | 3 |
| 809-196 | Intro to Sociology | 3 |
| Credits | | 6 |
| Fall Term 1 | | |
| 196-125 | Management of Customer Service | 3 |
| 138-155 | Global Marketing | 3 |
| Credits | | 6 |
| Fall Term 2 | | |
| 102-101 | Business Professionalism | 1 |
| 104-113 | Digital Marketing | 2 |
| 104-157 | Marketing Management | 3 |
| Credits | | 6 |
| Total Credits | | 63 |

Part-time, Spring Start Plan

| | | |
|----------------------|----------------------|----------|
| First Year | | |
| Spring Term 1 | | |
| 104-102 | Marketing Principles | 3 |
| Credits | | 3 |
| Spring Term 2 | | |
| 104-104 | Sales Principles | 3 |
| Credits | | 3 |
| Summer Term | | |
| 804-123 | Math w Business Apps | 3 |
| Credits | | 3 |

| | | | | | |
|-----------------------|---|----------|----------------------|--------------------------|-----------|
| Fall Term 1 | | | Fourth Year | | |
| 104-111 | Technology Tools for Marketing | 3 | Spring Term 1 | | |
| | Credits | 3 | 152-105 | Intro to Web Development | 2 |
| Fall Term 2 | | | | Credits | 2 |
| 801-136 | English Composition 1 | 3 | Spring Term 2 | | |
| | Credits | 3 | 196-140 | Managing People | 3 |
| Winter Interim | | | | Credits | 3 |
| 106-162 | Introduction to Microsoft Word <small>This course will run 4 weeks.</small> | 1 | Summer Term | | |
| | Credits | 1 | 809-195 | Economics | 3 |
| Second Year | | | | Credits | 3 |
| Spring Term 1 | | | Fall Term 1 | | |
| 104-173 | Marketing Research | 3 | 138-155 | Global Marketing | 3 |
| | Credits | 3 | | Credits | 3 |
| Spring Term 2 | | | Fall Term 2 | | |
| 104-167 | Experiential Marketing | 3 | 104-157 | Marketing Management | 3 |
| | Credits | 3 | 102-101 | Business Professionalism | 1 |
| Summer Term | | | | Credits | 4 |
| 101-105 | Accounting Fundamentals | 3 | | Total Credits | 63 |
| | Credits | 3 | | | |
| Fall Term 1 | | | | | |
| 104-114 | Social Media Promotion | 2 | | | |
| | Credits | 2 | | | |
| Fall Term 2 | | | | | |
| 104-125 | Advertising | 3 | | | |
| | Credits | 3 | | | |
| Winter Interim | | | | | |
| 106-163 | Intro to Microsoft Excel <small>This course will run 4 weeks.</small> | 1 | | | |
| | Credits | 1 | | | |
| Third Year | | | | | |
| Spring Term 1 | | | | | |
| 196-125 | Management of Customer Service | 3 | | | |
| | Credits | 3 | | | |
| Spring Term 2 | | | | | |
| 104-165 | Marketing Public Relations | 3 | | | |
| | Credits | 3 | | | |
| Summer Term | | | | | |
| 809-196 | Intro to Sociology | 3 | | | |
| | Credits | 3 | | | |
| Fall Term 1 | | | | | |
| 809-199 | Psychology of Human Relations | 3 | | | |
| | Credits | 3 | | | |
| Fall Term 2 | | | | | |
| 104-113 | Digital Marketing | 2 | | | |
| | Credits | 2 | | | |
| Winter Interim | | | | | |
| 801-196 | Oral/Interpersonal Comm | 3 | | | |
| | Credits | 3 | | | |