

# 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
<b>Core Courses</b>		
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		
<b>General Studies</b>		
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		
<b>Total Credits</b>		<b>63</b>

## Full-time, Fall Start Plan

### First Year

<b>Fall Term 1</b>		<b>Credits</b>
104-102	Marketing Principles	3
104-111	Technology Tools for Marketing	3
<b>Credits</b>		<b>6</b>

### 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
<b>Credits</b>		<b>7</b>

### Winter Interim

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

### Spring Term 1

104-173	Marketing Research	3
196-125	Management of Customer Service	3
<b>Credits</b>		<b>6</b>

### Spring Term 2

104-104	Sales Principles	3
104-167	Experiential Marketing	3
<b>Credits</b>		<b>6</b>

### Second Year

#### Summer Interim

801-196	Oral/Interpersonal Comm	3
<b>Credits</b>		<b>3</b>

#### Summer Term

101-105	Accounting Fundamentals	3
809-196	Intro to Sociology	3
<b>Credits</b>		<b>6</b>

#### Fall Term 1

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

#### Fall Term 2

102-101	Business Professionalism	1
104-113	Digital Marketing	2
104-125	Advertising	3
<b>Credits</b>		<b>6</b>

### Spring Term 1

152-105	Intro to Web Development	2
196-140	Managing People	3
809-195	Economics	3
<b>Credits</b>		<b>8</b>

### Spring Term 2

104-157	Marketing Management	3
104-165	Marketing Public Relations	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>63</b>

## Part-time, Fall Start Plan

### First Year

<b>Fall Term 1</b>		<b>Credits</b>
801-136	English Composition 1	3
<b>Credits</b>		<b>3</b>

### Fall Term 2

104-102	Marketing Principles	3
<b>Credits</b>		<b>3</b>

### Winter Interim

106-162	Introduction to Microsoft Word	1
<b>Credits</b>		<b>1</b>

### Spring Term 1

196-125	Management of Customer Service	3
<b>Credits</b>		<b>3</b>

### Spring Term 2

104-104	Sales Principles	3
<b>Credits</b>		<b>3</b>

### Second Year

#### Summer Term

804-123	Math w Business Apps	3
<b>Credits</b>		<b>3</b>

#### Fall Term 1

104-114	Social Media Promotion	2
<b>Credits</b>		<b>2</b>

#### Fall Term 2

104-125	Advertising	3
<b>Credits</b>		<b>3</b>

#### Winter Interim

106-163	Intro to Microsoft Excel	1
<b>Credits</b>		<b>1</b>

#### Spring Term 1

104-173	Marketing Research	3
<b>Credits</b>		<b>3</b>

#### Spring Term 2

104-167	Experiential Marketing	3
<b>Credits</b>		<b>3</b>

### Third Year

#### Summer Term

101-105	Accounting Fundamentals	3
<b>Credits</b>		<b>3</b>

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

## Full-time, Spring Start Plan

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

804-123	Math w Business Apps	3
<b>Credits</b>		<b>4</b>
<b>Fall Term 1</b>		
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
<b>Credits</b>		<b>6</b>
<b>Fall Term 2</b>		
104-125	Advertising	3
809-199	Psychology of Human Relations	3
<b>Credits</b>		<b>6</b>
<b>Winter Interim</b>		
801-196	Oral/Interpersonal Comm	3
<b>Credits</b>		<b>3</b>
<b>Second Year</b>		
<b>Spring Term 1</b>		
104-173	Marketing Research	3
152-105	Intro to Web Development	2
<b>Credits</b>		<b>5</b>
<b>Spring Term 2</b>		
104-165	Marketing Public Relations	3
196-140	Managing People	3
809-195	Economics	3
<b>Credits</b>		<b>9</b>
<b>Summer Term</b>		
101-105	Accounting Fundamentals	3
809-196	Intro to Sociology	3
<b>Credits</b>		<b>6</b>
<b>Fall Term 1</b>		
196-125	Management of Customer Service	3
138-155	Global Marketing	3
<b>Credits</b>		<b>6</b>
<b>Fall Term 2</b>		
102-101	Business Professionalism	1
104-113	Digital Marketing	2
104-157	Marketing Management	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>63</b>

## Part-time, Spring Start Plan

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

<b>Fall Term 1</b>		
104-111	Technology Tools for Marketing	3
<b>Credits</b>		<b>3</b>
<b>Fall Term 2</b>		
801-136	English Composition 1	3
<b>Credits</b>		<b>3</b>
<b>Winter Interim</b>		
106-162	Introduction to Microsoft Word <small>This course will run 4 weeks.</small>	1
<b>Credits</b>		<b>1</b>
<b>Second Year</b>		
<b>Spring Term 1</b>		
104-173	Marketing Research	3
<b>Credits</b>		<b>3</b>
<b>Spring Term 2</b>		
104-167	Experiential Marketing	3
<b>Credits</b>		<b>3</b>
<b>Summer Term</b>		
101-105	Accounting Fundamentals	3
<b>Credits</b>		<b>3</b>
<b>Fall Term 1</b>		
104-114	Social Media Promotion	2
<b>Credits</b>		<b>2</b>
<b>Fall Term 2</b>		
104-125	Advertising	3
<b>Credits</b>		<b>3</b>
<b>Winter Interim</b>		
106-163	Intro to Microsoft Excel <small>This course will run 4 weeks.</small>	1
<b>Credits</b>		<b>1</b>
<b>Third Year</b>		
<b>Spring Term 1</b>		
196-125	Management of Customer Service	3
<b>Credits</b>		<b>3</b>
<b>Spring Term 2</b>		
104-165	Marketing Public Relations	3
<b>Credits</b>		<b>3</b>
<b>Summer Term</b>		
809-196	Intro to Sociology	3
<b>Credits</b>		<b>3</b>
<b>Fall Term 1</b>		
809-199	Psychology of Human Relations	3
<b>Credits</b>		<b>3</b>
<b>Fall Term 2</b>		
104-113	Digital Marketing	2
<b>Credits</b>		<b>2</b>
<b>Winter Interim</b>		
801-196	Oral/Interpersonal Comm	3
<b>Credits</b>		<b>3</b>

<b>Fourth Year</b>		
<b>Spring Term 1</b>		
152-105	Intro to Web Development	2
<b>Credits</b>		<b>2</b>
<b>Spring Term 2</b>		
196-140	Managing People	3
<b>Credits</b>		<b>3</b>
<b>Summer Term</b>		
809-195	Economics	3
<b>Credits</b>		<b>3</b>
<b>Fall Term 1</b>		
138-155	Global Marketing	3
<b>Credits</b>		<b>3</b>
<b>Fall Term 2</b>		
104-157	Marketing Management	3
102-101	Business Professionalism	1
<b>Credits</b>		<b>4</b>
<b>Total Credits</b>		<b>63</b>