

# Marketing

## 69-credit Associate of Applied Science Degree

### About the Program

While pursuing a Marketing degree, students will experience active learning with case studies, simulations, microcomputer applications, videotaping, and group exercises. Students will learn the principles of marketing, sales, and promotions as well as supervision, accounting, and market research. Graduates will be prepared to engage in marketing information management, business-to-business marketing, sales management, and analysis of market conditions, marketing strategies, and competitors' tactics. Practical experience will be gained through a cooperative education program that allows students to apply what they have learned at WCTC to real-life situations.

Marketing job opportunities are plentiful. Between one-fourth and one-third of the labor force work in marketing-related positions and nearly every business needs skilled marketing workers to be successful.

### Potential Job Titles

- Inside Sales Rep
- Business Development Rep
- Territory Business Manager
- Marketing Research Analyst
- Branch Manager
- Marketing Specialist
- Sales Associate

### Credit Transfer

Credits earned in the Marketing program may be transferable to institutions offering baccalaureate degrees. Visit [www.wctc.edu/transfer](http://www.wctc.edu/transfer) for specific information. Since the details of credit transfers change from time to time, be sure to contact the intended college or university to verify credit transferability.

### Admission Process

- Fill out a WCTC application
- Send \$30 non-refundable application fee
- Send high school transcript or GED/HSED
- Send any previous college transcripts
- Complete Skills Assessment test (COMPASS)
- Begin pursuing Financial Aid options

For more information, call 262.691.5200.

Required Courses	Credits
<b>First Semester</b>	
102-100 Contemporary Business	3
104-102 Marketing Principles	3
104-112 Personal Brand	3
106-110 Microcomputer Bus Apps I	3+
801-196 Oral/Interpersonal Communication	3+
804-123 Math with Business Applications	3+
<b>Total semester credits</b>	<b>18</b>
<b>Second Semester</b>	
101-105 Accounting Fundamentals	3
104-104 Sales Principles	3
104-125 Advertising	3
104-156 Business to Business Marketing	3
801-195 Written Communication	3+
809-199 Psychology of Human Relations	3
<b>Total semester credits</b>	<b>18</b>
<b>Third Semester</b>	
102-151 Business Co-op I	3
104-120 Direct Marketing	3
104-173 Marketing Research	3
196-140 Principles of Supervision	3
809-166 Intro to Ethics: Theory & App	3
809-196 Introduction to Sociology	3+
<b>Total semester credits</b>	<b>18</b>
<b>Fourth Semester</b>	
102-160 Business Law I	3
104-110 Sales Management	3
104-157 Marketing Management	3
809-195 Economics	3+
Elective	3
<b>Total semester credits</b>	<b>15</b>
+ Proficiency exam available	
<i>Curriculum is current as of catalog printing. The most current curriculum requirements for graduation will be provided upon admission to program, or review at <a href="http://www.wctc.edu">www.wctc.edu</a>.</i>	

**Marketing Required Courses****101-105 Accounting Fundamentals** 3

Use a survey approach to learn the accounting process and to gain a general knowledge of the accounting principles and financial accounting procedures applied to business budgeting. This course is for non-accountants.

**102-100 Contemporary Business** 3

Develop a basic understanding of the principles and terminology used in the business world, and gain insight into the fields of marketing, business management, data processing, and accounting.

**102-151 Business Co-Op I** 3

Focus on goal setting, interpersonal relationships, and project activities during this occupational experience. The WCTC instructor/coordinator will work closely with the work site supervisor toward common educational objectives.

Prerequisites: Approval of Co-op Ed Office

**102-160 Business Law I** 3

Examine the legal and ethical environments of business, including positive law, criminal and tort law, contracts, sales law, business formation, government regulation, agency, bailment, property, ethics, and social responsibility.

**104-102 Marketing Principles** 3

Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

**104-104 Sales Principles** 3

Apply fundamental selling principles in a controlled setting. Through the use of videotaped role playing and structured experiences, demonstrate the ability to approach, secure desire, handle objections, and close the sale. Examine the characteristics of a successful salesperson, buyer behavior, communication styles, ethics, and international sales.

**104-110 Sales Management** 3

Learn to forecast market potential, route sales calls based on customer potential, budget, manage expenses, establish sales quotas, and analyze students' selling effort. Lectures, discussions, and case studies will be used while developing ability to coach sales people.

Prerequisites: 104-102 Marketing Principles; and 104-104 Sales Principles

**104-112 Personal Brand** 3

Personal and business professional style can determine future success. Gain the tools to build a personal brand through academic proficiency, wardrobe engineering and professional behavior.

**104-120 Direct Marketing** 3

Analyze how businesses establish a one-to-one relationship with customers via direct mail, direct response advertising, telemarketing, and other promotional techniques.

**104-125 Advertising** 3

Study and apply the promotional mix: advertising, personal selling, sales promotion, and publicity. Gain skills in selecting media, writing advertising copy, layout and design, and making budgeting considerations.

**104-156 Business to Business Marketing** 3

Examine the marketing problems faced by firms that offer goods or services to other firms, manufacturers, or middlemen rather than the ultimate consumer. Discuss the differences between consumer and industrial sales appeals, buyer characteristics, and the buying process. Explore the distribution problems and marketing channels found in industrial markets, and investigate promotional techniques and pricing policies for the same.

Prerequisites: 104-102 Marketing Principles

**104-157 Marketing Management** 3

Learn to systematically gather, analyze, interpret, and distribute information to help make marketing decisions. Develop and analyze the following spreadsheet models: qualitative and quantitative sales forecasting techniques, measuring and analyzing market potential, pricing strategies, sales management, and financial control techniques. Become familiar with Excel and gain hands-on experience in crafting business strategies.

Prerequisites: 104-102 Marketing Principles; and 106-110 Microcomputer Bus Apps I or 107-107 VISUL BASIC PRG

**104-173 Marketing Research** 3

Study market and business research as related to a realistic problem, and develop the problem in step sequence as information is gathered and analyzed. Suggest alternate solutions based on a scientific approach and application of research procedures.

Prerequisites: 104-102 Marketing Principles

**106-110 Microcomputer Bus Apps I** 3

Gain an overview of Microsoft Office software and its five major applications: Microsoft Word, Excel, Access, PowerPoint, and Outlook. Also gain an understanding of Windows operating system and Internet Explorer. Successful course completion will assist in the preparation for core MOS certification.

**196-140 Principles of Supervision** 3

Gain vital "how to" skills related to supervising others including developing job satisfaction, maintaining high employee morale, using specific tools of supervision, communicating well and evaluating, guiding and training employees. Use simulations, case studies and role play scenarios—but not lectures—to learn these concepts and develop your own supervisory philosophy.

**801-195 Written Communication** 3

Study and practice the transfer of information, ideas, and experiences in written form through reports, letters, memoranda, and other documents. Gain proficiency in the areas of organization, clarity, accuracy, and directness.

Prerequisites: COMPASS-Writing Skills or ACT-English or ASSET-Writing Skills or Accuplacer Sentence Skills or TABE Advanced Language or 831-103 Intro to College Writing or 851-771 Writing-Program Readiness

**801-196 Oral/Interpersonal Comm** 3

Practice the necessary skills for effective speech delivery, listening, assertiveness, conflict resolution, teamwork, and general interpersonal communication.

**804-123 Math w Business Apps** 3

Develop an understanding of real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.

**809-166 Intro to Ethics: Theory & App** 3

Gain a basic understanding of the theoretical foundations of ethical thought. Diverse ethical perspectives will be used to analyze and compare relevant issues. Critically evaluate individual, social and/or professional standards of behavior, and apply a systematic decision-making process to these situations.

Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**809-195 Economics** 3

Discuss the major institutions and principles that underlie the contemporary American economic system, and consider topics such as the free enterprise system, supply and demand, circular flow, government involvement, the Federal Reserve System, economic growth and development, the effects of international trade, comparative economic systems, and global economics. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**809-196 Introduction to Sociology** 3

Learn the basic concepts of sociology: culture, socialization, social stratification, multiculturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**809-199 Psychology of Human Relations** 3

Examine the principles of interaction as applied to human relations at home and on the job. Explore topics such as self concept personality development, learning, motivation, emotions, stress, human relations processes, and special relationships. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading

**Elective Options**

104-107 Sports and Entertain Marketing

Any course at the associate degree level will meet the elective requirement.