

WCTC PROGRAM LISTING

MARKETING & SALES





MASTER THE MARKETPLACE

With a focus on promoting products, understanding customer needs, engaging with communities and driving sales, these programs give you the skills to build strong connections and support business growth. Explore digital marketing, data analysis, brand promotion, customer relationship management, strategic communications and retail strategies for success in a competitive marketplace.

Customer Service Specialist

16-credit TD | wctc.edu/customer-service

POTENTIAL CAREERS:

Customer Service Manager, Guest Relations Specialist, Call Center Representative

Now more than ever, good customer service is key to a company's success. Learn to manage orders efficiently, communicate with customers effectively and address concerns in a professional manner. Hone organization, self-motivation and teamwork skills that can be applied to customer service positions in a wide variety of industries.

"The degrees I received helped me understand how certain departments can operate... It also helped me **stand out above other candidates** in the line of work that I do."

Matthew Sellnow, Marketing 2019 and Hospitality Management 2023

MARKETING & SALES CERTIFICATES:

Entertainment and Sports Marketing | 10-credit
Global Marketing | 9-credit
Marketing Leadership and Innovation | 18-credit
Social Media Marketing | 8-credit



Apply Online Now

wctc.edu/apply-online

Marketing

63-credit AAS | wctc.edu/marketing

POTENTIAL CAREERS:

Inside Sales Representative, Business Development Representative, Marketing Research Analyst

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. Use cutting edge digital tools, AI and business simulations.

Digital Marketing Promotions

16-credit TD | wctc.edu/digital-mktg

POTENTIAL CAREERS:

Digital Marketing Coordinator, Social Media Specialist, Target Marketing Specialist

Gain the technical and communication skills needed to develop and manage integrated digital marketing campaigns. Learn to identify and target potential customers and create appropriate content for a variety of audiences using websites, email campaigns, social media and online advertising. Explore how to use platform-based analytics to measure campaign effectiveness. Use cutting edge digital tools, AI and business simulations.

Social Media Marketing | 8-credit Cert

Real Estate

62-credit AAS | wctc.edu/real-estate

POTENTIAL CAREERS:

Real Estate Agent, Appraiser, Mortgage Officer, Property Manager, Assessor

Prepare for a rewarding career in real estate sales, property management, mortgage lending, property appraisal or property assessment. Study real estate law, real estate finance, building design and structure, accounting and real estate investments in an active learning environment, while earning valuable industry credentials along the way.

Property Management Associate

18-credit TD | wctc.edu/property-mgmt

POTENTIAL CAREERS:

Property Manager, Commercial Property Services Coordinator, Community Manager, Leasing Manager

Property management combines real estate knowledge with management skills. Explore topics including property inspection, budgeting and maintenance program development. Learn to project trends in tenant needs and rental rates. Gain an understanding of management leasing to commercial properties including office buildings, shopping centers and industrial properties.

Property Assessment | 11-credit Cert

READY TO TAKE **A CLOSER LOOK?**

We'd love to show you around! Explore our state-of-the-art training facilities, cutting-edge technology, helpful student resources and more - in person or online.

TAKE A CAMPUS TOUR

Join us for a guided walking tour to get a first-hand look at our facilities and learn about all WCTC has to offer.



wctc.edu/visit

CONNECT WITH AN ENROLLMENT COUNSELOR

Our friendly enrollment counselors are here to help you navigate the process of becoming a WCTC student.

enroll@wctc.edu | 262.691.5129



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