

Marketing		Last Updated: 07/2025																										
61-credit Associate of Applied Science		Disclaimer: ** The schedule of offerings may be adjusted to meet enrollment needs.																										
Program Code 10-104-3																												
The table below displays the program's currently planned course offerings by academic term.										D = Daytime Offering E = Evening Offering O = Online Offering																		
To review the suggested program course sequence, click on the Plan of Study tab in the WCTC catalog.																												
Course #	Course Name	Spring 2024			Summer Interim 2024	Summer 2024	Fall 2024			Winter Interim 2025	Spring 2025			Summer Interim 2025	Summer 2025	Fall 2025			Winter Interim 2026	Spring 2026			Summer Interim 2026	Summer 2026	Fall 2026			Winter Interim 2027
		Term 1	Term 2	16 weeks			Term 1	Term 2	16 weeks		Term 1	Term 2	16 weeks			Term 1	Term 2	16 weeks		Term 1	Term 2	16 weeks			Term 1	Term 2	16 weeks	
101-105	Accounting Fundamentals	O				E	D	O			D				O	D	O			D				O	D	O		
102-101	Business Professionalism		D, E					D, O				D, E					D, O				D, E					D, O		
104-102	Marketing Principles	D, O	D				D, E	D, E			D, O	D				D, E	D, E			D, O	D				D, E	D, E		
104-104	Sales Principles		D									D									D							
104-111	Technology Tools for Marketing						D									D									D			
104-113	Digital Marketing							D									D									D		
104-114	Social Media Promotion						D, O									D, O									D, O			
104-116	Entertain and Sports Marketing (Required for 25/26 catalog and future									D							E			D						E		
104-125	Advertising	O						D			O						D			O						D		
104-157	Marketing Management		D				D					D					D				D					D		
104-165	Marketing Public Relations		D									D									D							
104-167	Experiential Marketing		D									D									D							
104-173	Marketing Research	D									D										D							
106-162	Introduction to Microsoft Word	D, O	E		O	O	D, O	E		O	D, O	E		O	O	D, O	E		O	D, O	E		O	O	D, O	E	O	
106-163	Introduction to Microsoft Excel	E, O	D		O	O	E, O	D, O		O	E, O	D		O	O	E, O	D, O		O	E, O	D		O	O	E, O	D, O	O	
138-155	Global Marketing						D	E								D	E								D	E		
152-105	Intro to Web Development (This is required for catalog years 24-25 and previous)	D, E					D, E				D, E					D, E				D, E					D, E			
196-125	Management of Customer Service	D, E	D			O	D, E, O	E			D, E	D			O	D, E, O	E			D, E	D			O	D, E, O	E		
196-140	Managing People	D, E, O	D			E	D, E, O	D, E			D, E, O	D			E	D, E, O	D, E			D, E, O	D			E	D, E, O	D, E		
801-136	English Composition 1	<a href="#">Click to view the General Studies Course Matrix for course offering details</a>																										
801-196	Oral/Interpersonal Comm																											
804-123	Math w Business Apps																											
809-195	Economics																											
809-196	Intro to Sociology																											
809-199	Psychology of Human Relations																											