

Marketing

63-credit Associate of Applied Science
Program Code 10-104-3

Last Updated: 4/2023

Disclaimer: The schedule of offerings may be adjusted to meet enrollment needs.

The table below displays the program's currently planned course offerings by academic term.

To review the suggested program course sequence, click on the Plan of Study tab in the WCTC catalog.

D = Daytime Offering
E = Evening Offering
O = Online Offering

Course #	Course Name	Spring 2023			Summer Interim 2023	Summer 2023	Fall 2023			Winter Interim 2024	Spring 2024			Summer Interim 2024	Summer 2024	Fall 2023			Winter Interim 2024
		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	D				E	D	O			D				E	D	O		
102-101	Business Professionalism		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		
104-104	Sales Principles		D									D							
104-111	Technology Tools for Marketing						D									D			
104-113	Digital Marketing							D									D		
104-114	Social Media Promotion						D, O									D, O			
104-125	Advertising							D									D		
104-157	Marketing Management		D					D				D					D		
104-165	Marketing Public Relations		D									D							
104-167	Experiential Marketing		D									D							
104-173	Marketing Research	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
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
138-155	Global Marketing						D	E								D	E		
152-105	Intro to Web Development	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		
196-140	Managing People	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	<div style="background-color: #00b050; color: white; padding: 10px; text-align: center; border-radius: 10px;"> Click to view the General Studies Course Matrix for course offering details </div>																	
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																		