

Digital Marketing Promotions

18 credit Technical Diploma
Program Code 30-104-8

Last Updated: 10/2023

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	Fall 2023			Winter Interim 2024	Spring 2024			Summer Interim 2024	Summer 2024	Fall 2024			Winter Interim 2025	Spring 2025			Summer Interim 2025	Summer 2025	Fall 2025			Winter Interim 2026	
		Term 1	Term 2	16 Week		Term 1	Term 2	16 Week			Term 1	Term 2	16 Week		Term 1	Term 2	16 Week			Term 1	Term 2	16 Week		
104-102	Marketing Principles	D, E	D, E			D, O	D				D, E	D, E			D, O	D					D, E	D, E		
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			
104-125	Advertising		D			O					D				O							D		
152-105	Intro to Web Development	D, E				D, E					D, E				D, E						D, E			

[Click to view the General Studies Course Matrix for course offering details](#)

801-136 English Composition 1