

Digital Marketing Promotions

18 crdit Technical Diploma
Program Code 30-104-8

Last Updated: 10/2023
Disclaimer: The schedule of offerings may be adjusted to meet enrollment needs.

Digital Marketing Promotions 16 credit Technical Diploma Program Code 30-104-8										Last Updated: 07-2025 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.										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 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			Term 1	Term 2	16 Week	
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	
104-111	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	O						D			O						D			O							D	
152-105	Intro to Web Development (No Longer Required for Catalog starts 25-26)	D, E					D, E				D, E																	
801-136	English Composition 1	Click to view the General Studies Course Matrix for course offering details																										