



# Marketing

## 63-credit Associate of Applied Science Degree

[www.wctc.edu/marketing](http://www.wctc.edu/marketing)

If you are a reliable, top-notch communicator, have good analytical skills, are creative and can work at a fast pace, a marketing career may be right for you. Those working in this field must focus on their audience to ensure the product or service they are promoting adds value to the client.

### About This Program

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.



#### Career Salaries

\$46,900 - \$100,000+ annually

Salary range estimates based on wages for related occupations in Waukesha County as reported by Economic Modeling Specialists International (EMSI). Individual wages may vary based on experience, industry, location and specific job requirements.



#### Potential Careers

Inside Sales Representative  
Business Development Representative  
Marketing Research Analyst  
Territory Business Manager

### What Makes This Program Unique

- Innovative, application-based curriculum uses real companies for case studies and simulations. Students use cutting-edge technologies to create impactful presentations.
- WCTC's nationally-recognized Business Student Organization - Collegiate DECA provides opportunities for travel to professional business conferences, leadership events and case competitions.
- The Marketing Emerging Leaders program provides unique learning experiences outside of the classroom with marketing leaders and entrepreneurs.



PROGRAM CODE 10-104-3

### CORE COURSES

Credits

101-105	Accounting Fundamentals	3
102-101	Business Professionalism	1
104-102	Marketing Principles	3
104-104	Sales Principles	3
104-111	Technology Tools for Marketing	3
104-113	Digital Marketing	2
104-114	Social Media Promotion	2
104-125	Advertising	3
104-157	Marketing Management	3
104-165	Marketing Public Relations	3
104-167	Experiential Marketing	3
104-173	Marketing Research	3
106-162	Introduction to Microsoft Word	1
106-163	Intro to Microsoft Excel	1
138-155	Global Marketing	3
152-105	Intro to Web Development	2
196-125	Management of Customer Service	3
196-140	Managing People	3

### GENERAL STUDIES

801-136	English Composition 1	3
801-196	Oral/Interpersonal Comm	3
804-123	Math w Business Apps	3
809-195	Economics	3
809-196	Intro to Sociology	3
809-199	Psychology of Human Relations	3



WAUKESHA COUNTY TECHNICAL COLLEGE

Hands-on Higher Ed