

Marketing Program Tips

Track Selection

Students must **declare** a Business Program Track by the completion of the first semester.

Choices are the following:

- Business Management - Business
- Human Resources - Business
- Marketing - Business

Selection can be completed on our website at www.cvtc.edu or by stopping at the Admissions Office (BEC).

Business Management Internship: (80 hrs.)

Human Resources Management Internship: (72 hrs.)

Marketing Management Internship: (72 hrs.)

Graduation Audit

The student's graduation audit will be based on one of the Business Program Tracks. Students can complete more than one track, but should contact the Financial Aid Office regarding the 150% rule.

Certificates

If you intend to complete only a certificate and not the associate degree, contact the Registration Office to apply for certificate status or go to our website at www.cvtc.edu/pages.700.asp and complete the Certificate Program Identification form. If you are enrolled in an associate degree program, you do not need to apply for the certificate. Upon completion of a certificate, contact the Registration Office (\$5) if you would like to receive a certificate.

Certificates Available (www.cvtc.edu/pages/700.asp)

Human Resource
Marketing Management
Office Management
Professional Selling
Retail Management
Small Business Marketing
Small Business Accounting
Leadership

Transfer Credit

To see what courses transfer to a public postsecondary institution in Wisconsin, go to the Transfer Information System at www.uwsa.edu/tis.

- Click on Credit Transfer Wizard
- Click on Course Wizard

You must contact the college you wish to attend to find out exactly what they expect and when you should seek admission.

Distance Learning

Some courses are available online & evenings. Check our website (www.cvtc.edu) for more information.

Financial Aid Considerations

Some courses may not be eligible for financial aid. Course must be part of a program to be eligible. A list of course not eligible is located on www.cvtc.edu.

Business Programs

Program Requirements Fall 2010

Business Management

First Semester

Course	Credits
102-111 Intro to Human Resources	3
102-131 Intro to Business	3
103-102 Microsoft Office Suite	2
104-102 Marketing Principles	3
801-195 Written Communications	3
809-198 Intro to Psychology	3
First Semester Total Credits	17

Second Semester

Course	Credits
102-112 Principles of Management	3
104-104 Professional Selling	3
801-196 Oral/Interpersonal Communication	3
101-111 Accounting 1	4
102-113 Business Ethics	3
Second Semester Total Credits	16

Third Semester

Course	Credits
801-198 Speech	3
809-195 Economics	3
102-109 Software Skills - Bus Mgr *	2
102-116 Mgmt Decision Making	3
101-184 Bus Finance & Budget	3
196-188 Project Management	3
Third Semester Total Credits	17

Fourth Semester

Course	Credits
102-114 Managing Operations	3
102-150 International Business	3
102-117 Plan Bus Mgmt Career *	2
196-190 Leadership Development	3
102-115 Bus Mgmt Internship *	1
804-106 Intro to College Math	3
809-196 Intro to Sociology	3
Fourth Semester Total Credits	18

Human Resources

Course	Credits
102-111 Intro to Human Resources	3
102-131 Intro to Business	3
103-102 Microsoft Office Suite	2
104-102 Marketing Principles	3
801-195 Written Communications	3
809-198 Intro to Psychology	3
First Semester Total Credits	17

Course	Credits
102-112 Principles of Management	3
104-104 Professional Selling	3
801-196 Oral/Interpersonal Communication	3
101-111 Accounting 1 OR 101-105 Intro to Accounting	4 3
196-127 Employee Relations	3
15-16	

Course	Credits
801-198 Speech	3
809-195 Economics	3
102-113 Business Ethics	3
196-110 Employee Benefits	3
196-113 Human Resource Law	3
196-114 Recruitment & Selection	3
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Course	Credits
196-136 Safety in the Workplace	3
196-111 Performance Mgt & Rewards	3
101-121 Payroll Accounting	2
196-190 Leadership Develop OR 196-112 Training Systems	3
196-128 HR Internship *	1
804-106 Intro to College Math OR 804-189 Introductory Statistics	3
809-172 Race, Ethnic & Diversity	3
18	

Marketing

Course	Credits
102-111 Intro to Human Resources	3
102-131 Intro to Business	3
103-102 Microsoft Office Suite	2
104-102 Marketing Principles	3
801-195 Written Communications	3
809-198 Intro to Psychology	3
17	

Course	Credits
102-112 Principles of Management	3
104-104 Professional Selling	3
801-196 Oral/Interpersonal Communication	3
101-111 Accounting 1 OR 101-105 Intro to Accounting	4 3
104-125 Promotion Principles *	3
15-16	

Course	Credits
801-198 Speech	3
809-195 Economics	3
104-152 Technology in Marketing *	2
104-105 Marketing Research *	3
104-166 Enterprise Mktg & Mgmt *	4
104-160 Entertainment, Sports & Event Marketing *	3
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Course	Credits
104-140 Business to Bus Selling *	3
104-111 Consumer Behavior	3
104-182 Professional Dev for Marketing	2
104-183 Marketing Management *	3
104-169 Marketing Internship *	1
804-106 Intro to College Math	3
809-196 Intro to Sociology OR 809-172 Race, Ethnic, Diversity OR 809-166 Intro to Ethics	3
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Total Program Credits	68	68-69	68-69
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Common Core Courses

*Courses with Prerequisites