

A GUIDE TO CERTIFICATES & TECHNICAL DIPLOMAS

Western
Technical College

Some of the most accessible, flexible degree programs you'll likely encounter on your higher education journey are perhaps ones you've never considered before. And while bachelor's and graduate programs have a lot to offer, a certificate or technical diploma can offer a speedier, but no less lucrative, solution for jumpstarting your career goals.

Here is a taste of what Western offers for those seeking a new career outlook via a certificate or technical diploma program.

Western Technical
College

YOUR PERSONAL EVOLUTION

At Western, we know your passions can need time to take shape. We've got a solution for that. Our unique Career Pathways opportunity allows you to navigate finding your career passion over time, all while earning credits toward an eventual degree. It uses your time wisely, while you shape your academic experience your way.



FINANCE

So perhaps you've got a penchant for numbers—fiscally minded folks need look no further than certificate and technical diploma programs that happen to specialize graduates in lucrative financial fields.



WESTERN OFFERS...

COMPUTERIZED ACCOUNTING

// CERTIFICATE PROGRAM

In a nutshell:

- Familiarize yourself with generalized accepted accounting principles
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Office or account clerk
- Accounting assistant
- Bookkeeper
- Data review clerk

ACCOUNTING ASSISTANT

// TECHNICAL DIPLOMA PROGRAM

In a nutshell:

- Receive hands-on training on accounting concepts and procedures
- Prep for work in your own small business or a larger company's accounting department
- Start earning credit toward a future associate or bachelor's degree
- Gain your diploma while flexibly working full-time

Future career paths:

- Accounting assistant
- Bookkeeper
- Account clerk
- Payroll clerk
- Teller
- Accounting aide
- Accounts payable or receivable clerk

FINANCIAL SERVICES REPRESENTATIVE

// TECHNICAL DIPLOMA PROGRAM

In a nutshell:

- Comparable to a year-one associate degree program
- Receive fundamentals on insurance, banking and underwriting
- Start earning credit toward a future associate or bachelor's degree
- Gain your diploma while flexibly working full-time

Future career paths:

- Brokerage clerk
- Financial accountant
- Insurance underwriter
- Loan interviewer

MARKETING

If you're a natural-born storyteller and you boast some above-par powers of persuasion, marketing might be your field of choice. And one of the best ways to get an introduction to the field before you hit the interview circuit is an applicable certificate or technical diploma program.

WESTERN OFFERS...

CUSTOMER SERVICE REPRESENTATIVE // CERTIFICATE PROGRAM

In a nutshell:

- Earn a variety of customer service, computer and people skills
- Familiarize yourself with the principles of sales
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Customer service clerk
- Sales associate
- Merchandiser
- Customer sales or service representative
- Inside sales
- Sales professional

SALES FUNDAMENTALS //CERTIFICATE PROGRAM

In a nutshell:

- Earn a degree efficiently in a four-course, one-term program
- Receive lessons in professionalism, sales and business technology
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Sales associate
- Customer sales or service representative
- Sales professional

MARKETING // CERTIFICATE PROGRAM

In a nutshell:

- Earn knowledge in personal branding and product marketing
- Receive lessons in service, sales, management and entrepreneurship
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Marketing assistant
- Customer service representative
- Sales associate

DIGITAL MARKETING SPECIALIST // TECHNICAL DIPLOMA PROGRAM

In a nutshell:

- Receive training in product promotion and marketing fundamentals
- Prep for work in market research and online/digital strategy
- Start earning credit toward a future associate or bachelor's degree
- Gain your diploma while flexibly working full-time

Future career paths:

- Digital marketing specialist
- Marketing coordinator
- Marketing production coordinator
- Content marketing specialist

ARTS, AUDIOVISUAL TECH & COMMUNICATION

Success in many fields is often in the visual representation. So if you have a flair for developing a look and feel that really resonates, a certificate or technical diploma in an artistic or audiovisual field could be just the ticket to a satisfying career path.



WESTERN OFFERS...

DESKTOP PUBLISHING // CERTIFICATE PROGRAM

In a nutshell:

- Earn a variety of creative and layout skills for digital and print
- Familiarize yourself with the principles of design and illustration
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Desktop publisher
- Flexographic press operator
- Offset press helper
- Prepress technician
- Estimator
- Customer service representative

DIGITAL CONTENT SPECIALIST //CERTIFICATE PROGRAM

In a nutshell:

- Become familiar with marketing principles and design basics
- Receive lessons in media buying and marketing analytics
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Content specialist
- Content coordinator
- Social media specialist

COMPUTER AIDED DESIGN (CAD) TECHNICIAN //TECHNICAL DIPLOMA PROGRAM

In a nutshell:

- Receive training in product design and engineering
- Prep for work in manufacturing and material development
- Start earning credit toward a future associate or bachelor's degree
- Gain your diploma while flexibly working full-time

Future career paths:

- CAD drafter
- AutoCAD operator, drafter or designer
- CAD technician
- Mechanical drafter
- Detailer
- Structural drafter

BUSINESS, MANAGEMENT & ADMINISTRATION

If you've got a head for business or you've got a knack for leadership, there are certificate and technical diplomas ideal for your skillset. For those striving for success in the fields of business and administration, look no further.



WESTERN OFFERS...

HEALTH OFFICE ASSISTANT //CERTIFICATE PROGRAM

In a nutshell:

- Develop core competencies in billing and claims management
- Build capabilities for hospital, clinic and insurance company settings
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Medical service coordinator
- Medical office clerk
- Medical office receptionist
- Medical secretary
- Health office assistant
- Patient coordinator

HUMAN RESOURCES //CERTIFICATE PROGRAM

In a nutshell:

- Improve skills in employee and labor relations
- Earn knowledge in employment law, benefit requirements and training
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Human resource assistant
- Benefits clerk
- Employment assistant
- Human resources clerk
- Personnel assistant

SOFT SKILLS //CERTIFICATE PROGRAM

In a nutshell:

- Build interpersonal communication abilities
- Become a more effective leader and team member in the modern workplace
- Start earning credit toward a future associate or bachelor's degree
- Gain your certificate while flexibly working full-time

Future career paths:

- Customer service representative

Additional technical diploma opportunities:

- Business Requirements Specialist
- Business Specialist
- Leadership & Supervision Professional
- Leadership Essentials
- Office Support Specialist

EXPLORE YOUR OPTIONS

It's time to take control of your career development without having to sacrifice a work and family life in the process. Certificates and technical diplomas can be game changers in your future job outlook. Talk to our team today about your options and how they could impact your life because there's a lot more where this came from.

Visit success.westerntc.edu to find out more and contact us at 608 785 9200 or admissionscoach@westerntc.edu

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