

## **WyoTech Advertising/Marketing**

WyoTech generates leads through a variety of channels by which potential students can be put in contact with Admissions representatives to discuss the school's programs, costs, outcomes, and opportunities for employment in the industry upon graduation. From a digital standpoint, WyoTech markets and advertises the campus primarily through following mediums online:

WyoTech website: [www.wyotech.edu](http://www.wyotech.edu)

Social Media is used for both current students to highlight the day-to-day happenings of student life while at the same time allowing potential students and graduates to keep up with the happenings at the campus. The following social media platforms are used:

Facebook

<https://www.facebook.com/WyoTech>

YouTube

[https://www.youtube.com/channel/UCj8sAWTWKvs27\\_SGCfDa16Q](https://www.youtube.com/channel/UCj8sAWTWKvs27_SGCfDa16Q)

Instagram

[https://www.instagram.com/wyotech\\_edu](https://www.instagram.com/wyotech_edu)

Twitter

<https://twitter.com/wyotech>

Viewbook

<https://www.wyotech.edu/student-services/admissions/2022-viewbook/>

TikTok

[https://www.tiktok.com/@wyo\\_tech](https://www.tiktok.com/@wyo_tech)

# SPECIALTY PROGRAMS



**ADVANCED DIESEL** – In this specialty program, you'll get to know the most technologically advanced diesel engines on the road from the inside out. Gain hands-on experience servicing and repairing trucks of all makes, including Mack, Volvo, Peterbilt and more.



**HIGH PERFORMANCE POWER TRAINS** – Master the mechanical and electronic features driving high-performance vehicles, including engine block design, non-engine mechanical, computer systems, safe dyno usage and more.



**CHASSIS FABRICATION** – You'll start with initial designs and drawings, measuring, pattern and outline development. Move on to welding, suspension design, frame design, tube chassis, and roll cages for drag racing, off-road and more.



**STREET ROD** – From chop tops to custom paint and one-of-a-kind body designs, learn what it takes to craft street rods. You'll spend shop time planning, designing, welding, finishing, painting and more.



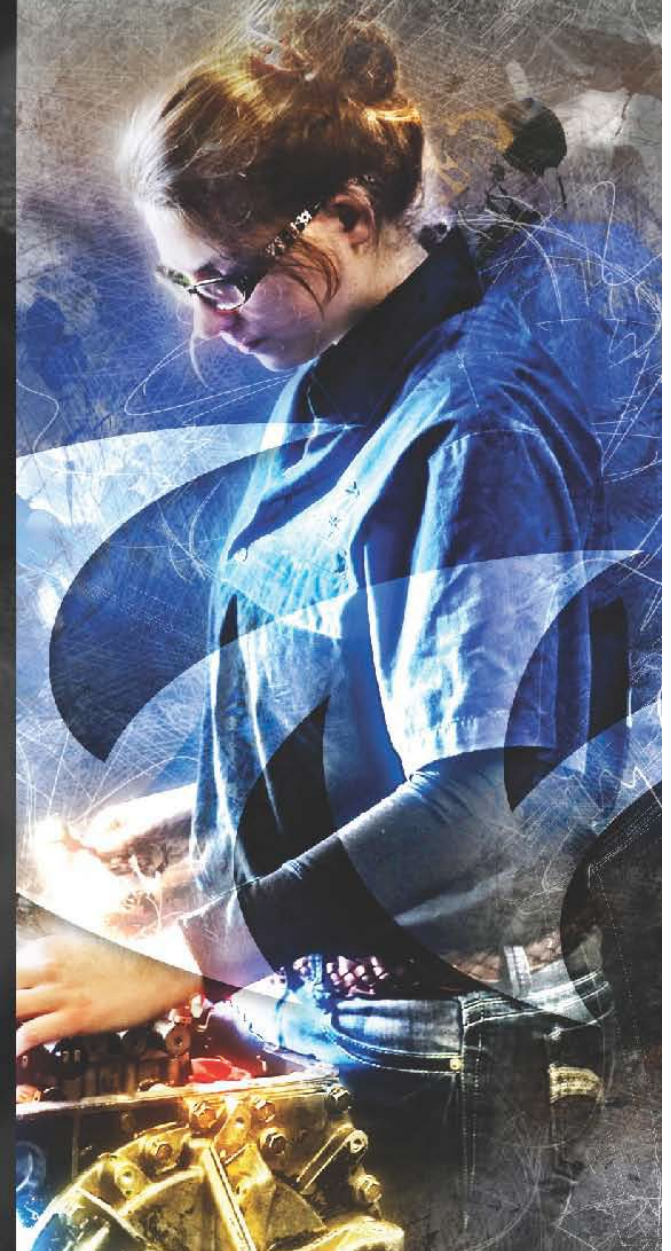
**TRIM AND UPHOLSTERY** – From convertible tops to carpeting, custom seats to trim panels, learn the entire process of finishing an automotive interior. You'll master the tools of the trade, become familiar with professional techniques and learn how to estimate jobs.



**APPLIED SERVICE MANAGEMENT** – Earning a specialized technology associate degree in Applied Service Management is a great specialty concentration for learning fundamentals of managing, understanding and contributing to the successful business operations of a shop.



1889 Venture Drive, Laramie, WY 82070  
800-521-7158  
[www.wyotech.edu](http://www.wyotech.edu)



# AUTOMOTIVE TECHNOLOGY



## CORE PROGRAM = 6 MONTHS

You know those engines you've always dreamed of working on? Here's your chance. WyoTech's Automotive Technology program gives you hands-on training working on engine management systems, drivability diagnostics, drivetrain systems and chassis systems. Graduate with the specialized skills and knowledge you need to begin a career as an automotive technician.

## EARN UP TO 8 CERTIFICATIONS

AI/ATA Information Specialist Certification

Numerous Snap-On® Certifications

ASE Student Certification

Mopar Cap Level 1

EPA 609 Certification

**“WyoTech does things that other schools don't. Their high-level expectations and educational instruction provide that student with a well-based foundation.”**

- Scott Ross, Dorschel Automotive Group

# DIESEL TECHNOLOGY



## CORE PROGRAM = 6 MONTHS

America's economic engine is powered by diesel, and skilled technicians are needed to keep millions of big rigs, locomotives and ships up and running. The WyoTech Diesel Technology program introduces you to a wide range of diesel engines and power systems, and prepares you to enter this growing field with hands-on training on the industry's leading equipment.

## EARN UP TO 8 CERTIFICATIONS

ASE Student Certification

Snap-on®

608 EPA License Certification

609 EPA Certification

Freight-line Get Ahead Certification

**“[From] their core program, to the advanced diesel, everywhere along the way. They've touched things that you don't just touch at most schools.”**

- Mark Stathopoulos, Bergey's Truck Centers

# COLLISION/ REFINISHING TECHNOLOGY



## CORE PROGRAM = 6 MONTHS

You're an artist. You just happen to work in steel and chrome. The WyoTech Collision/Refinishing Technology program focuses on computer measuring systems, welding, paint preparation, detailing, plastics, painting and final service touching. You'll learn how to create the perfect fit and finish for all models of cars and trucks.

## EARN UP TO 9 CERTIFICATIONS

I-CAR Intro Certification

I-Car Pro Level 1-Non-Structural

I-Car 1-Painters Certification

I-Car Welding Certification

PPG Painters Certification

ASE Student Certification

609 EPA Certification

Snap-On Multi-meter Certification

**“If we could hire every WyoTech grad that comes to us today and place them in one of our stores, we would have done a good job.”**

- Ryan Trejo, Berber Collision & Glass