MARKETING

Delivery: Daytime and Online Classes
Start: Fall, Spring or Summer Session, Full- or Part-Time

OUTCOMES
Marketing A.S. Degree ........................................... 60 cr.

MAJOR DESCRIPTION
Provides knowledge of all general marketing concepts, as mentioned in the Marketing Communications Specialist certificate, along with management concepts, budgeting and accounting, strategic planning, business laws and ethics, and proposal writing. Graduates are versed in managing projects, determining strategies to reach their markets, coordinating the distribution of products, planning advertising and promotional campaigns, establishing strong web presence for their organizations, and researching to assist in market planning.

WORK ENVIRONMENT
Often a key department to the success of any business, marketing professionals work to develop strategies to meet the overall goals of the organization. Marketers can have creative or project management positions within a department because both are needed to grow an organization. Professionals tend to work under deadlines set from managers, vendors, or themselves. Travel or relocation can be part of the job. However, improved technology continues to increase telecommuting from home offices, which along with teleconferencing, has reduced travel requirements.

POTENTIAL JOB TITLES
• Commercial Marketing Specialist
• Marketing Administrator
• Marketing Coordinator
• Brand Manager
• Business Development Specialist
• Media Planner
• Sales Manager
• Project Manager
• Sales Specialist
• Online Marketing Coordinator

SALARY DATA
• Average Wage: $33.71/hour
• Top Earners: $52.36/hour