

Marketing CAREER PATHWAY



COURSES	CREDITS	SALES FUNDAMENTALS CERTIFICATE	SALES REPRESENTATIVE TECHNICAL DIPLOMA	MARKETING ASSOCIATE DEGREE
Marketing, Principles of	3 credits	●	●	●
Selling Strategies	3 credits	●	●	●
Speech OR Oral Interpersonal	3 credits		●	●
Research and Web Analytics	3 credits		●	●
Promotion in the Social Media Campaign	3 credits		●	●
Introduction to American Government OR Principles of Sustainability	3 credits		●	●
B2B Sales and CRM	3 credits		●	●
Direct Marketing, PR and Media	3 credits		●	●
Retail Marketing	3 credits		●	●
Word 2013 Level 1	1 credit			●
Excel 2013 Level 1	1 credit			●
Marketing Strategies and Planning	3 credits			●
Math with Business Applications	3 credits			●
Introduction to Psychology	3 credits			●
Written Communication OR English Composition 1	3 credits			●
Integrated Web Concepts	4 credits			●
Personal Branding	2 credits			●
Economics	3 credits			●
Intro to Sociology OR Intro to Diversity Studies	3 credits			●
Internship-Marketing	1 credit			●
Principles of Management	3 credits			●
Marketing Field Study	1 credit			●
Web Technology	2 credits			●
TOTAL CREDITS		6	27	60

LEADS TO:	CAREER	RETAIL SALESPERSON, TELEMARKETER, SALES	ACCOUNT REPRESENTATIVE, SALESPERSON	MARKETING MANAGER, PUBLIC RELATIONS SPECIALIST, SALES MANAGER
	STARTING SALARY RANGE		\$16,800-18,300	\$22,000-26,100



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A Career Pathway is a ladder approach to career education. It allows you to earn employer-recognized credentials that lead to jobs & career advancement.



2017-18

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