

# BUSINESS CAREER PROGRAM – MARKETING CONCENTRATION

The Marketing Concentration of the Business Career Program allows students to grow their marketing acumen and gain knowledge to improve organizational brand effectiveness. Students will become familiar with marketing operations, content development, social media tools, practices and metrics, and evaluate how they are used to create effective sales and marketing campaigns. Additionally, students will learn how to foster product and service innovation, and master presentation and storytelling techniques.



Certification exam preparation and fees for 1 exam are included with this program.

Hybrid schedules available

## PROGRAM LENGTH

44 Weeks  
\*54 Credit Hours

## PROGRAM COSTS

Tuition: \$1,550 per quarter  
Course Materials Fee: \$180 per quarter  
Supply Fee: \$40 per quarter  

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Total: \$1,770 per quarter

Tuition: \$6,200 per year  
Course Materials Fee: \$720 per year  
Supply Fee: \$160 per year  

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Total: \$7,080 per year

## EXTERNSHIP\*

\*ADDITIONAL OPTIONAL COURSES FOR UP TO 12 MAXIMUM CREDITS



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## COURSES

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- **Social and Sales Network Communications**  
6 Qtr. Credit Hours / 5 Weeks
- **Selling Strategies and Content Marketing**  
6 Qtr. Credit Hours / 5 Weeks
- **Marketing and Sales Ecosystem Management**  
6 Qtr. Credit Hours / 5 Weeks
- **Product Innovation**  
6 Qtr. Credit Hours / 5 Weeks
- **Customer Response Marketing**  
6 Qtr. Credit Hours / 5 Weeks
- **Storytelling for Sales and Marketing**  
6 Qtr. Credit Hours / 5 Weeks
- **Personal Branding for Sales and Marketing Professionals**  
6 Qtr. Credit Hours / 5 Weeks
- **Global Business Perspectives**  
6 Qtr. Credit Hours / 5 Weeks
- **Business Professional Externship**  
3 Qtr. Credit Hours / 6 Seminar Hours / 84 Externship Hours
- **Cross-Cultural Management Fundamentals**  
3 Qtr. Credit Hours / 5 Weeks
- **Introduction to Small Business Management**  
3 Qtr. Credit Hours / 5 Weeks

## EXTERNSHIP INFORMATION

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### EXTERNSHIP OBJECTIVES

- Evaluate the effectiveness of sales and marketing communications by utilizing current social media tools and metrics.
- Ensure that marketing and sales content aligns with the organization's core marketing strategies.
- Understand how to develop and manage a strategic international marketing and sales initiative.
- Develop product/service innovation, considering not only customer needs, but also the manufacturability, sales viability, as well as the costs and the constraints related to the production process.
- Plan and create sales and marketing content for high-impact campaigns.
- Contribute to the design and implementation of multimedia communication products.
- Understand the purpose, benefits and responsibilities of branding and manage the use of social media to build and maintain personal brand.
- Demonstrate a global sales perspective relevant to the opportunities and challenges of conducting business in the global marketplace.

## JOB TITLES

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- Account Representative/Manager
- Advertising and Promotions Associate
- Assistant Product Manager
- Assistant Sales Manager
- Business Development Assistant
- Creative Services Assistant
- Market Analyst
- Market Research Analyst
- Marketing Coordinator
- Media and Communications Representative
- Promotional Events Coordinator
- Search Marketing Specialist
- Social Media Marketing Associate
- Website Content Writer

