# MARKETING MANAGEMENT AT SALT LAKE COMMUNITY COLLEGE

## Marketing: Get the Competitive Edge

## **Career & Technical Education**

Marketing is a major function of business. A widely diverse field of job opportunities including advertising, management, customer service, public relations, direct sales, marketing, logistics, and retailing.



...step ahead.

## Why SLCC?

Marketing continues to increase in importance in business and industry. SLCC Marketing Management students cultivate fresh viewpoints and leadership skills through an open exchange of ideas and experiences while participating in team activities and problem-solving situations. We have a strong Collegiate DECA professional network that supports and enhances the Marketing curriculum.

Just about every college in the country offers a marketing program, and most of them require just a handful of marketing courses. SLCC is different—our faculty and business community have designed an unparalleled program. SLCC Marketing students take twice as many marketing courses as required at most universities—these courses cover in detail the concepts that drive todays marketplace.

You can earn a Certificate of Completion in one year or an Associate of Applied Science Degree in two years. If you're looking for a place to learn what you need to know and gain hands-on experience for a successful career in marketing, come join us.

## **Preparation?**

Classes needed to enter & complete this program are MATH 0990 (Elementary Algebra), and CIS 1020 (Computer Essentials). Any class in the preparatory skills may be waived if students demonstrate equivalent skills.

### Time?

Marketing Management AAS Degree: 67 hours\*
Marketing Management Certificate: 37 hours\*
\*credit hours

### Cost?

Regular Tuition, Books, Lab Fees \$2,350 approximately per semester



## Careers & Salary

Sales and Retail, Promotion, and Advertising Management.

Average Wage: WIDE RANGE due to various careers in this industry.

## Want more info?

Program Info (801) 957-5150 General Info (801) 957-4073 Academic Advisor (801) 957-4978

www.slcc.edu/marketingmanagement