



MARKETING

Marketing is figuring out what your customers really want. It's turning a concept into a deliverable product or service. It's selecting a name, designing a package, developing an ad or a sales presentation. It's evaluating inventory positions and transportation options to keep costs in check. And, finally, it's setting the price to make a profit.

This sounds like common sense, right? Yet statistics show that 61% of new businesses fail to make a profit. In many cases a marketing professional could have turned those failures into successes!

Whatever I thought originally, boy was I wrong! The Business Department has an excellent staff, really top notch! If anyone's thinking about pursuing a business degree and they're not sure, I would certainly recommend going to Macomb first, getting a two-year degree, and then go on.

—David Czebieniak,
Sales Supervisor,
MDBRP

WHY STUDY MARKETING?

Whether you have people skills, analytical skills or creative skills, you will find marketing has career opportunities for you. There is a tremendous demand for people who understand customers, competition, and current happenings in the business world. These people are the ones who will design a workable, profitable blend of promotion, distribution, pricing and product strategy that is critical to the success of a business.

THE PROGRAM

The Marketing program at Macomb starts with building-block business classes, because the best marketing professionals are those who can speak the language of all areas of a business. These courses include Accounting, Management, Business Communications, Economics and Psychology.

With the building blocks in place, you will take a core of Marketing classes: Principles of Marketing, Consumer Behavior and Marketing Strategies. You will also choose elective courses based on your area of interest. These courses include Advertising and Promotion Management, Professional Selling, E-marketing, Retailing, Small Business Marketing, Sports and Entertainment Marketing and Customer Service. When you've completed this program, you'll have developed a comprehensive portfolio to help you obtain and excel in a marketing career.

For your convenience, most courses in the Marketing program are offered online.

CERTIFICATES IN MARKETING

Certificate programs offer a high degree of specialization in a short program of instruction and may later be applied toward an Associate degree. We currently offer specialized certificates in Personal Selling, E-marketing, and Advertising.

EMPLOYMENT OUTLOOK

With an associate degree in Marketing, you will be qualified for careers including advertising sales representative and marketing consultant. Median salary in Michigan for these careers is \$39,040, with 1 percent growth in openings expected through 2024. Additionally, you may be qualified for careers including retail buyer and procurement specialist. Median salary in Michigan for these careers is \$47,660, with 7 percent growth in openings expected through 2024.

FOR MORE INFORMATION

Call 866.622.6621
visit www.macomb.edu
or contact an instructor:

Monique Doll
dollm@macomb.edu

Joe Rice
ricej@macomb.edu

Gainful Employment Disclosure

For information about program cost, on-time completion rates, typical student debt, and other important information, visit: Marketing, Certificate: <http://www.macomb.edu/ge/MKTGCT/>



**Macomb
Community College**

Education • Enrichment • Economic Development

*Discover. Connect. Advance.*SM

BUSINESS ADMINISTRATION AT MACOMB



PLANNING TO TRANSFER TO A FOUR-YEAR COLLEGE OR UNIVERSITY?

Options in all of Macomb's Business Administration programs include a two-year associate degree (ABA or AAS) or a one-year certificate. Students may transfer courses to a four-year college or university to pursue a bachelor's degree. Speak with your Macomb counselor early in your college career to make the transfer process hassle-free. For an appointment, call Center Campus, 586.286.2228 or South Campus, 586.445.7211.

LOOKING FOR A JOB?

Contact Career Services
586.445.7321
careerservices@macomb.edu

**For general information about
Macomb Community College:**

www.macomb.edu
866.Macomb1 (866.622.6621)
answer@macomb.edu

\$1,000,000

That's how much MORE you'll earn over your working lifetime with a bachelor's degree, compared with a high school diploma. That figure goes up even more with a master's degree. And the difference is likely to grow even larger as you move up the ladder.

And you will advance. College grads get the better jobs to begin with, and the promotions that follow.

Why? Because employers value employees who can communicate effectively, tackle issues, make spot-on decisions, and do so independently and as part of a team. These critical qualities are developed more fully in the course of getting a college education.

LET'S GET DOWN TO BUSINESS!

ABA/AAS PROGRAMS

Earning an Associate of Business Administration (ABA) degree from Macomb Community College is definitely a start in the right direction.

Students may choose from the following programs:

- Accounting
- Business Management
- Entrepreneurship & Small Business
- Entrepreneurship Innovation
- Finance
- General Business
- Hospitality Management
- Legal Assistant
- Marketing