

# WHAT IS MARKETING?

Marketing is one of the most dynamic and creative careers in business. There are many types of marketing careers, including sales and sales management, advertising, public relations, purchasing, and promotions development. If you're creative, highly motivated, and persuasive, marketing may be the right business career for you.

## What Do Marketing Professionals Do?

Marketing includes many different occupations. Field salespeople call on consumer or corporate clients to sell a variety of different products and services. Sales managers can manage a large number of salespeople and must be motivating leaders. Account executives at an advertising agency serve as a liaison between corporate clients and the agency's creative team to develop advertising campaigns. Public relations professionals use strong oral and written communication skills to relay important information about an organization to the public. And purchasing managers procure important materials for their company to manufacture products. Whatever field you pursue in marketing, you must have the technical training to succeed.

## Your career in Marketing starts here!

Whether you're just starting your career or you're looking to add skills to your resume, marketing is one of the most creative and people-oriented careers in business.

The Certificate of Completion (CCL) in Marketing and the Associates Degree (AAS) in Marketing and Sales are designed to provide you with the skills and knowledge needed for an entry-level position in marketing, advertising, or promotion.



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COMMUNITY COLLEGE  
A MARICOPA COMMUNITY COLLEGE

## MARKETING CERTIFICATE AND DEGREE



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The Maricopa County Community College District does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. For Title IX/504 concerns, call the following number to reach the appointed coordinator: (480) 731-8499. For additional information, as well as a listing of all coordinators within the Maricopa College system, visit [www.maricopa.edu/non-discrimination](http://www.maricopa.edu/non-discrimination).

## YOUR FUTURE IN MARKETING STARTS HERE!

# CERTIFICATE AND DEGREE IN MARKETING

Scottsdale Community College (SCC), accredited by the Higher Learning Commission, offers the Certificate (CCL) in Marketing and the Associate of Applied Science Degree (AAS) in Marketing and Sales for students who wish to pursue marketing as a career or for students who would like to earn a credential to advance in their current jobs. The program is designed to help students gain skills necessary for entry-level marketing positions. By completing this program, students will be better equipped for successful performance in a variety of marketing occupations, including wholesaling, retailing, professional sales, and entrepreneurship. This CCL leads seamlessly into the AAS Degree in Marketing and Sales.



## WHY MARKETING AT SCC?

- Complete the certificate in as little as two semesters.
- Fast and focused, 8-week online courses are available to fit your busy lifestyle.
- Take the certificate 100% online, if you choose.
- Learn from expert faculty with real world marketing experience in companies such as the Chicago Bulls, Apple, Leo Burnett Advertising, and the NFL.

REQUIRED COURSES	DESCRIPTION
<b>BPC110</b> Computer Usage and Applications (3 credits) - OR - <b>CIS105</b> Survey of Computer Information Systems (3 credits)	Provides an introduction to business and personal computer operations and usage.  Overview of computer technology, concepts, terminology, and the role of computers in business and society.
<b>GBS120</b> Workplace Communication Skills (3 credits)	Reviews planning, organization, development, and evaluation of written/oral communication in business settings.
<b>GBS151</b> Introduction to Business (3 credits)	Examines characteristics and activities of current business trends including marketing, management, and finance.
<b>MKT263</b> Advertising Principles (3 credits)	Introduces the advertising function within business, including media study, creative strategies, and advertising campaigns.
<b>MKT267</b> Principles of Sales (3 credits)	Analyzes and applies the steps and techniques used in personal selling. Highlights the roles and functions of professional sales representatives.
<b>MKT271</b> Principles of Marketing (3 credits)	An analysis of the marketing process and environment with regard to the product, pricing, distribution, and communication.
<b>RESTRICTED ELECTIVE</b> Choose one of the courses listed to the right. (3 credits)	<ul style="list-style-type: none"> <li>• <b>CIS103</b> Introduction to Social Media</li> <li>• <b>MKT101</b> Introduction to Public Relations</li> <li>• <b>MKT110</b> Marketing and Social Networking</li> </ul>

## CAREER OUTLOOK

The U.S. Bureau of Labor projects consistent demand for marketing positions.

- The average salary for a Marketing Manager is \$72,983 in 2024.
- The top respondents for the job title Marketing Manager are from the companies Amazon, com Inc, Live Nation, Inc. and The Walt Disney Company. Reported salaries are highest at Verizon Communications, Inc. where the average pay is \$123,797.
- Marketing jobs include: Assistant Marketing Manager, Digital Marketing Assistant, Advertising Assistant, Content Strategist, Marketing Intern, Marketing Manager, Salesperson, Sales Support, and Web Advertising Associate.

[www.payscale.com/research/US/Job=Marketing\\_Manager/Salary](https://www.payscale.com/research/US/Job=Marketing_Manager/Salary)

Take Your marketing skills to the next level!

TO LEARN MORE,  
CONTACT US TODAY!

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