

*Business Administration Technology*

# Management & Marketing

Associate Degree • Delaware Technical & Community College • [www.dtcc.edu](http://www.dtcc.edu)

*This business technology is designed for students who are interested in seeking immediate employment in entry-level management and marketing positions. The program stresses technical competence in marketing, management, advertising, sales, and economics; it also places emphasis on communications and human relations skills.*

## What You'll Learn...

- Management, organization and communication skills
- Marketing of products and services
- Goal-setting, problem-solving, and decision-making
- Accounting for many types and sizes of businesses
- What business is and how business operates
- How the economy works
- Use of micro-computer for business applications

## What You'll Earn...

- Skills necessary for immediate entry-level managerial employment
- Career advancement potential
- Knowledge of practical business applications
- Transfer opportunities to a four-year institution

## What You Can Do...

- Retail manager
- Supervisor
- Financial assistant
- Account manager
- Insurance agent or real estate agent
- Management trainee
- Governmental agent
- Customer service representative
- Advertising representative
- Collections agent
- Entrepreneur
- Marketing analyst

Jack F. Owens Campus • For more info contact: Karen Smith • (302) 855-5930 • [kcsmith@dtcc.edu](mailto:kcsmith@dtcc.edu)

## *Business Administration Technology* **MANAGEMENT & MARKETING**

The management and marketing program is designed for students who want to acquire entry-level management skills. It also offers students a broad selection of courses designed to optimize transfer options to institutions which grant bachelor's degrees and prepare students for technical and professional careers.

### **PROGRAM FACTS**

- Many career opportunities available; employers actively seek our graduates
- Average employment placement rate of 91% for the last five years
- Accreditation by the Association of Collegiate Business Schools and Programs (ACBSP)
- Course and/or program articulation agreements exist with Delaware State University, Goldey Beacom College, Wilmington College, and the University of Delaware
- Cost effective way to gain training and skills in business technology specifically management and marketing

### **DELAWARE TECH**

Delaware Technical & Community College  
Jack F. Owens Campus  
P.O. Box 610  
Georgetown, DE 19947  
(302) 856-5400  
www.dtcc.edu

### **REQUIRED TECHNICAL COURSES**

ACC 101	Accounting I
ACC 112	Accounting II
ACC 201	Business Law
BUS 101	Introduction to Business
MKT 111	Salesmanship
MGT 212	Principles of Management
MGT 231	Human Resource Management
MGT 261	Management Policy & Strategy
MIS 220	Management Information Systems
MKT 212	Principles of Marketing
MKT 214	Advertising & Sales Promotion
MKT 213	Problems in Marketing

### **REQUIRED SUPPORT COURSES**

ACC 213	Managerial Accounting
CIS 107	Introduction to Computers & Applications
CIS 112	Spreadsheets/Graphic Processing
ECO 111	Macroeconomics
ECO 122	Microeconomics
ENG 121	Composition
ENG 122	Technical Writing & Communication
FIN 221	Money & Banking
MAT 153	College Math & Statistics
MAT 255	Business Statistics I
RDG 120	Critical Reading & Thinking

### **HOW TO BEGIN**

1. Obtain, complete, and submit an Application for Admission with a one-time, non-refundable application fee. Make check or money order payable to *Delaware Technical & Community College*. Applications may be requested by phone (302-856-5400, ext. 6010) or mail, via the Web, or from a high school counselor. **Applications may be printed from the Web at [www.dtcc.edu/all/forms](http://www.dtcc.edu/all/forms).**
2. Develop a financial plan to identify resources (financial aid/SEED/other scholarships) to help pay for college.
3. Request that your official high school, GED and/or college transcript be sent immediately to the Admissions Office.
4. Participate in the college testing and placement program, if required. Official SAT/ACT tests taken within the last five years may be submitted to satisfy this requirement.
5. Arrange an appointment for an acceptance interview with a counselor after taking the placement test.
6. Meet for advisement to discuss the curriculum and select courses for registration.