

Business

Marketing Technology

www.dtcc.edu • Delaware Technical & Community College

With an education in Marketing, you will be prepared to work in a variety of entry-level marketing positions in different types of organizational settings in all sectors of the business world. You will gain broad-based knowledge of support fields such as accounting, law, computers, and communications. You will gain knowledge and skills in specific areas of marketing such as advertising, e-marketing, sales and sales management, retailing, and graphic design.

What You'll Learn...

- How to apply marketing principles to many different business situations
- Marketing research and analysis techniques
- Graphic design principles used for communication and promotions
- How to develop and manage marketing projects
- Oral and written communication skills
- Additional knowledge, skills, and abilities essential to your success on the job

What You'll Earn...

- A foundation of business knowledge and skills applicable to most career areas
- The background to move into a supervisory, management or administrative position
- A multitude of career possibilities, including advertising, sales, retail management, marketing research, and product and small business promotions
- Potential for promotion in your present organization
- The possibility of unlimited advancement and financial reward

Why You'll Succeed...

- More than half of all jobs require education beyond high school
- Employees with degrees tend to be more eligible for promotion*
- Associate degree holders generally earn more than high school graduates*
- College credit may be awarded for relevant work experience
- Many credits from an Associate Degree may be applied toward a Bachelor Degree

**Statistics from U.S. Department of Commerce, Bureau of Census*

Marketing Technology

Marketing courses are offered day and evening and most are offered using online and other distance education formats. The Business Department has earned national accreditation from the Association of Collegiate Business Schools and Programs (ACBSP), which sends a clear signal to potential employers that you have completed a high quality business program. Many students and graduates use their employer's tuition reimbursement programs to continue their education in business.

You can enroll in Management Technology on either a full-time or part-time basis. The length of time required to complete an Associate Degree depends on the number of courses you take each semester. Some students may need refresher courses at the basic or pre-tech level; others may receive transfer credit or credit for work experience. Delaware Tech operates on a semester system with new terms beginning in late August and mid-January, plus summer terms beginning at the end of May and in mid-June. You can start taking courses any semester or summer term; however, all technical courses may not be offered every term.

Core Courses

| Courses | | Credits |
|---------|--|---------|
| ECO 111 | Macroeconomics | 3 |
| ECO 122 | Microeconomics | 3 |
| ENG 121 | Composition..... | 3 |
| or | | |
| ENG 125 | Honors Composition | 3 |
| ENG 122 | Technical Writing & Communication..... | 3 |
| or | | |
| ENG 130 | Honors Technical Writing & Communication | 3 |
| MAT 153 | College Math & Statistics | 4 |

Technical Support/Computer Courses

| Courses | | Credits |
|---------|---|---------|
| CIS 107 | Introduction to Computers & Application | 3 |
| ENG 160 | Business Communication | 3 |
| or | | |
| ENG 124 | Oral Communications | 3 |
| MAT 255 | Business Statistics I..... | 3 |
| OAT 242 | Desktop Publishing..... | 4 |
| SOC 215 | Business Ethics..... | 3 |

Getting Started

1. Obtain an application by calling (302) 857-1020. Complete and return to the Terry Campus with a \$10 application fee.
2. Take the College Placement Test (CPT) unless college-level math, reading, and English courses have been completed with a "C" grade or better. The CPT will determine appropriate placement and is scheduled by the Admissions Office.
3. Request that high school and/or college transcripts be sent to the Admissions Office.
4. Meet with a Delaware Tech counselor to discuss CPT results.
5. Meet with advisor to plan schedule.
6. Apply and register early for the best selection of courses.

Technical Courses

| Courses | | Credits |
|---------|----------------------------------|---------|
| ACC 101 | Accounting I..... | 4 |
| ACC 112 | Accounting II..... | 4 |
| ACC 213 | Managerial Accounting | 3 |
| BUS 101 | Introduction to Business | 3 |
| BUS 203 | Business Law | 4 |
| MKT 212 | Principles of Marketing | 3 |
| MKT 213 | Problems in Marketing..... | 3 |
| or | | |
| MKT 216 | Retailing..... | 3 |
| MKT 214 | Advertising/Sales Promotion..... | 3 |
| MKT 215 | Consumer Behavior..... | 3 |
| MKT 217 | E-Marketing Fundamentals | 3 |
| MKT 219 | Sale & Sales Management | 3 |

Standards of Excellence

- ❖ Average employment rate for the past five years is over 90%
- ❖ Nationally accredited program