

Business Administration Technology

Management & Marketing

www.dtcc.edu • Delaware Technical & Community College

The Management & Marketing Technology is a blend of academic and technical courses that prepares students for professional and technical careers in marketing, advertising, administration, supervision, or middle management. In addition to the Associate Degree program, short-term certificate and diploma programs are available in management. This course of study is fully accredited by the Association of Collegiate Business Schools and programs.

What You'll Learn...

- The accounting cycle for proprietorships, partnerships, and corporations
- Practice and principles of management and supervision
- Practice and principles of marketing, advertising and sales promotion, and salesmanship
- Managerial accounting functions including preparation and analysis of sales, cash, expense, and capital budgets; evaluation of cost behavior patterns, techniques in short-term decision making, and quantitative methods to evaluate management performance.
- Micro and macro economic principles that influence business decisions
- Business statistical applications
- Business applications of the microcomputer
- Written and verbal technical communications
- Problem solving and strategic decision making in business

What You'll Earn...

- Credentials for entry-level, technical, and professional jobs with opportunity for advancement
- Employment in federal, state, and local government; small, medium, and large businesses; colleges, hospitals and other nonprofit organizations
- Strong foundation in accounting and business courses to transfer to many baccalaureate institutions

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*

Management & Marketing

You can enroll in the Management & Marketing 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. This technology also offers options in Accounting, Banking, Business General, Human Resource Management, and Management Information Systems.

Required Technical Courses

Accounting I & II introduce the principles and practice of financial accounting for the sole proprietorship, partnership, and corporation including the accounting cycle, preparation and analysis of financial statements, capital, structure, cash flow, debt problems, and selected topics.

Introduction to Business is a survey of business functions including forms of business ownership, business environments, ethics, management, personnel, production, marketing, financial markets, and basic accounting.

Principles of Management studies the systemized body of management principles including planning, organizing, staffing, directing, and controlling; explores strategies to deal with internal and external environmental forces and applies these management concepts through case studies.

Advertising & Sales Promotion applies basic advertising principles including campaign planning, advertising research, creative and psychological appeals, and promotional activities.

Principles of Marketing present basic marketing principles that affect both consumer and industrial markets including

Related Courses

Macro & Micro Economics

Managerial Accounting

Composition

Technical Writing & Communication

marketing mix, pricing techniques, the effect of supply and demand, channels of distribution, marketing research, and government regulation.

Human Resource Management concentrates on principles and problems that involve personnel problems such as recruitment, selection, training, motivation, and union-management relations.

Management Policy & Strategy is the capstone course for all business students and deals with solutions to problems that involve all major functional areas in business. Application of all principles is demonstrated through case studies and a computerized management simulation.

Salesmanship introduces the basic principles of selling including prospecting, customer wants and needs, sales presentation and demonstration, handling objections, and closing the sale.

College Math & Statistics

Introduction to Computers & Applications

Money & Banking

Business Law

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.

Standards of Excellence

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