



Marketing Management

■ What Is Marketing Management?

The American Marketing Association defines marketing as the process of planning and executing the pricing, promotion, and distribution of goods, ideas, and services to create exchanges that satisfy individual and organizational goals.

■ Success Factors

You should be mature, creative, highly motivated, resistant to stress, flexible, and decisive. The ability to communicate persuasively, both orally and in writing, with managers, staff, and the public is vital. You also need analytical skills, tact, good judgment, and exceptional ability to establish and maintain effective personal relationships with supervisory and professional staff members, and client firms.

■ Career Possibilities

You may pursue many different careers. Some of your opportunities for employment include the following:

- sales representative
- customer service representative
- advertising copy writer
- market research analyst
- retail store manager
- distribution manager
- supervisor
- sales manager
- promotions coordinator
- event manager

■ Majoring In Marketing Management

Our marketing management curriculum emphasizes coursework in applied marketing, sales management, retailing, economics, statistics, service management, advertising and promotion, and public relations. You will gain marketing skills and comprehensive business basics while also developing the necessary critical thinking skills that the marketing managers of today and tomorrow must possess.

You can expect small classes taught by faculty with educational credentials and real-world work experience in marketing. This combination of theory and hands-on practice through class projects will prepare you well for the challenges you will face in the modern marketplace. After graduation, you may be involved in aspects of product development, advertising, promotion, public relations, marketing strategies, pricing, and market research.

You should be able to complete this program in 2 years, attending full-time fall, winter and spring quarters. You may also choose to co-op. The marketing management technology program is career specific and does not generally transition into a bachelor's degree.

■ Program Requirements

You should check with your academic advisor every quarter *before* you register for classes. Two years is really a short time to squeeze in all of your degree requirements. We cannot offer every course every quarter. If you miss taking a prerequisite for a required course, or don't take a particular course the only quarter it is offered during the year, you can jeopardize your ability to complete your degree on time.

CORE COURSES	Cr. Hrs.
Business Ethics.....	3
Introduction to Information Processing.....	3
Effective Public Speaking.....	3
Principles of Economics I, II.....	6
English Composition I, II.....	6
Intermediate Composition.....	3
College Algebra I.....	3
Customer Satisfaction Measurement.....	3
Personal Selling and Sales Management.....	3
Principles of Marketing I, II.....	6
Principles of Advertising and Promotion.....	3
Professional Development.....	2
Financial Accounting I, II.....	6
Business Law I.....	3
Principles of Management.....	3
Work Experience and Seminar III, IV <i>or</i> Recommended electives.....	6
Advertising Copy Writing.....	3
Principles of Retailing.....	3
Service Management.....	3
Business Communications.....	3
E-Commerce.....	3
Business Statistics I, II.....	6
Fine Art/History/Literature elective.....	3
Natural Science elective.....	3
Social Science elective.....	3
TOTAL.....	92

■ Advantages & Special Opportunities

The Clermont campus is on 92 wooded acres located in Batavia, Ohio, in the heart of Clermont County. We are relatively small and our faculty to student ratio is low. You will find our small class size and personal interaction with your instructors create the ideal learning environment. Parking is convenient and at no additional charge. Plus, our tuition is the lowest of the UC colleges.

■ Admissions

UC Clermont College is an open admissions campus. If you have your high school diploma, GED, or its equivalent, we will admit you. We accept applications all year long and you may start any quarter. Financial aid takes 6-8 weeks to process. We recommend that you apply at least 10 weeks prior to your desired attendance.

■ For More Information, Contact:

Enrollment & Student Services
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