STC’s Marketing Management Program is designed to prepare students for employment in a variety of positions in today’s marketing and management fields. Businesses always need people who can find the best way to get their message or product to the public, and STC’s marketing program equips students with the tools to do just that using the latest strategies and technology. The program also provides opportunities to upgrade present knowledge and skills or to retrain in the area of marketing management.

To find out more about Marketing Management, contact Southeastern Technical College at 912-538-3100 or 478-289-2200 and ask to speak to a Career Counselor.
ABOUT STC:
Southeastern Technical College, a unit of the Technical College System of Georgia, provides an innovative, educational environment for student learning through traditional and distance education delivery methods focused on building a well-educated, globally competitive workforce for southeastern Georgia. Southeastern Technical College is located in southeast Georgia. Serving Candler, Emanuel, Jenkins, Johnson, Montgomery, Tattnall, Toombs, and Treutlen Counties, the college is the primary public advanced educational institution for this eight county population. Our diverse staff is here to train students in more than 80 programs. We have campuses in Vidalia and Swainsboro.

Day, Evening and Online Classes Available
Low Cost Tuition
Financial Aid Options Available
Small Classroom Size with Hands on Experience

Employment Opportunities:
Entrepreneurship  Public Relations
Advertising Industry  Merchandising
Retail/Sales  Small Business Management

MARKETING MANAGEMENT
PROGRAM CURRICULUM
DEGREE GENERAL CORE COURSES
COLL 1040  College Foundations
ENGL 1101  Composition and Rhetoric
ENGL 2130  American Literature
SPCH 1101  Public Speaking
ECON 1101  Principles of Economics

Choose One:
MATH 1111  College Algebra
MATH 1101  Mathematical Modeling

DIPLOMA GENERAL CORE COURSES
COLL 1040  College Foundations
ENGL 1010  Fundamentals of English
EMPL 1000  Interpersonal Relations and Professional Development

Choose One:
MATH 1012  Foundations of Mathematics
MATH 1011  Business Math

OCCUPATIONAL COURSES
ACCT 1100  Financial Accounting I
BUSN 1190  Digital Technologies in Business
MGMT 1100  Principles of Management
MKTG 1100  Principles of Marketing
MKTG 1130  Business Regulations and Compliance
MKTG 1160  Professional Selling
MKTG 1190  Integrated Marketing Communications
MKTG 1210  Services Marketing
MKTG 1270  Visual Merchandising
MKTG 1370  Consumer Behavior
MKTG 2000  Global Marketing
MKTG 2010  Small Business Management
MKTG 2060  Marketing Channels
MKTG 2070  Buying and Merchandising
MKTG 2090  Marketing Research
MKTG 2210  Entrepreneurship
MKTG 2270  Retail Operations Management
MKTG 2290  Marketing Internship/Practicum
MKTG 2300  Marketing Management
COMP 1000  Introduction to Computers