



MARKETING

EDUCATION

a **two-year program** designed to prepare students in the fields of **business, marketing and management.**



Marketing

Students will develop and implement marketing strategies and techniques within marketing communications, marketing management, marketing research, merchandising and professional selling.



Entrepreneurship

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization.



21st Century Skills

Students will be prepared to enter today's workforce through the development of critical thinking, creative thinking, communication and collaboration skills by means of authentic project-based classroom activities .

BRANDING * BUSINESS ETHICS AND LAW * CHANNEL MANAGEMENT * CUSTOMER RELATIONS * ECONOMICS * EMPLOYABILITY SKILLS *
ENTREPRENEURSHIP * FINANCE * INTERNATIONAL BUSINESS * LEADERSHIP AND COMMUNICATIONS * MANAGEMENT * MARKET
PLANNING * MARKETING COMMUNICATIONS * MARKETING INFORMATION MANAGEMENT * MARKETING RESEARCH * OPERATIONS
MANAGEMENT * PRICING * PRODUCT DEVELOPMENT * SELLING * STRATEGIC PLANNING & EXECUTION

