



Business Administration: Marketing Management

Department: Business and Information Technology

Degree: Associate of Applied Science (A.A.S.)

Entry time: Fall, Spring, Summer

Length: 2 years (5 semesters)

Program Description

Do you have a creative mind? Do you like exploring digital, social media, advertising, sales and branding trends? If you said yes to those questions, then consider the Business Administration: Marketing Management program. Through your coursework, you'll learn how to effectively market anything in today's ever-changing, highly competitive marketing world. As a graduate, you will know how to brand a product or service across multiple mediums and have the knowledge to make an impact as a manager in this exciting field.

Career Opportunities

Buyer
Marketing researcher
Public relations specialist
Media planner
Sales/sales manager/strategist
Entrepreneur
Manufacturer
Wholesaler
Business management careers

Sample Classes

Introduction to Business
Professionalism: Business Competition
Principles of Management
Principles of Selling
Principles of Supervision
Principles of Marketing
Principles of Advertising
Marketing Management
Principles of Retailing

Certificate Options

Customize your degree and boost your resume with Kirkwood's certificate options. Students in the Business Administration: Marketing Management program can specialize in:

Retail Marketing
Sales
Social Media Marketing

Scholarships

We award more scholarships than any other community college in Iowa. Complete **one application** to be eligible. To apply visit: www.kirkwood.edu/scholarships.

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