



# 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

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## 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**

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## 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](http://www.kirkwood.edu/scholarships).

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