

Marketing



Why Marketing?

Marketing offers one of the best career opportunities for today's business students and is a broad field, which includes activities related to selecting, designing, packaging, pricing, advertising, selling, distributing and servicing a product in the domestic and/or international marketplace. It is a driving force in most businesses.

The degree to which a company responds to customer demands greatly impacts an organization's success. Marketing classes integrate theory and practical applications while applying related business knowledge of computers, accounting and management principles. Marketing personnel are employed in retail, industrial and commercial firms, schools and hospitals, both locally and internationally.

Program Outcomes

Students who graduate from this program will be able to:

- Identify the marketing variables: product, price, place and promotion
- Create and develop an integrated marketing communication plan, including marketing objectives, strategies and tactics
- Analyze consumer decision making as it relates to consumer buying behavior and marketing decisions
- Analyze the decision-making process in marketing products internationally and understand the role marketing plays in a global economy
- Identify the components of a successful advertising campaign and implement the campaign
- Demonstrate knowledge of various advertising media such as print, radio, television, outdoor advertising, direct response and social media, etc.
- Apply the strategic selling model to personal selling activities
- Engage in a personal selling situation with emphasis on the customer relationship and deliver a personal sales presentation



The Department of Business Studies is nationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP). This national accreditation allows business graduates to transfer to accredited 4-year colleges throughout the country.

Potential Jobs

- Account Executive
- Marketing Assistant
- Retail Associate
- Event Planner
- Marketing Coordinator
- Sales

Potential Salary*

There is a wide range of jobs in the marketing industry. See below for the average annual salary range in NH for a **Market Research Analyst**.

ENTRY LEVEL	MID-RANGE	EXPERIENCED
\$40,185	\$65,042	\$86,590

**New Hampshire Occupational Employment & Wages 2021, published by the NH Economic + Labor Market Information Bureau — Salaries are based on 40 hours of work, not including overtime.*

Transfer Opportunities

Students in the Marketing Program can successfully transfer to other accredited four-year colleges, including:

- Franklin Pierce University
- Franklin University (online)
- Granite State College
- Keene State College
- New England College
- Plymouth State University
- Rivier University
- Southern NH University
- UNH Manchester

...and many more!

Marketing is in the Top-10 degrees in demand.

According to the National Association of Colleges and Employers in the Job Outlook

mccnh.edu

STAY CONNECTED



Degree & Certificate Requirements

Marketing Degree

Degree Program - First Year

First Year	Fall Semester	TH	LAB	CR
BUS114M	Management	3	0	3
BUS110M	Introduction to Business	3	0	3
ENGL110XM or ENGL110M	College Composition I with Corequisite or College Composition I	5* 4*	0	5* 4*
FYE100M	MCC Essentials	1	0	1
MKTG125M	Principles of Marketing: A Global Perspective	3	0	3
Total		14/15*	0	14/15*

First Year	Spring Semester	TH	LAB	CR
ACCT113M	Accounting and Financial Reporting I	3	0	3
	Business Elective (<i>Select one: BUS120M, BUS155M, BUS200M, BUS205M, BUS216M, GDES110M or ECON135M</i>)	3	0	3
CIS110M	Microsoft® Computer Applications	2	2	3
ECON134M	Macroeconomics	3	0	3
Total		11	0	12

First Year	Summer Term	TH	LAB	CR
ACCT123M	Accounting and Financial Reporting II	3	0	3
	Science Elective (<i>BIOL, CHEM, ENVS, ESCI, GEOL or PHYS</i>)	3	0	3
Total		6	0	6

Degree Program - Second Year

Second Year	Fall Semester	TH	LAB	CR
BUS212M	Business Law I	3	0	3
	English Elective (<i>Select one: ENGL113M, ENGL220M</i>)	3	0	3
MKTG135M	Global Consumer Behavior (<i>Fall only</i>)	3	0	3
MKTG210M	Advertising (<i>Fall only</i>)	3	0	3
	Mathematics Elective (<i>Select one: MATH145M, MATH202M</i>)	4	0	4
Total		16	0	16

Second Year	Spring Semester	TH	LAB	CR
BUS210M	Organizational Communications	3	0	3
	Foreign Language/Humanities/Fine Arts Elective	3	0	3
MKTG205M	International Marketing (<i>Spring only</i>)	3	0	3
MKTG224M	Sales and Sales Management (<i>Spring only</i>)	3	0	3
MKTG282M	Marketing Research (<i>Spring only</i>)	3	0	3
Total		15	0	15
Total Credits - 63/64*				

Marketing Certificate

		TH	LAB	CR
MKTG125M	Principles of Marketing: A Global Perspective	3	0	3
MKTG135M	Global Consumer Behavior (<i>Fall only</i>)	3	0	3
MKTG205M	International Marketing (<i>Spring only</i>)	3	0	3
MKTG210M	Advertising (<i>Fall only</i>)	3	0	3
MKTG224M	Sales and Sales Management (<i>Spring only</i>)	3	0	3
MKTG282M	Marketing Research (<i>Spring only</i>)	3	0	3
Total		18	0	18
Total Credits - 18				



All courses and degree requirements are subject to change. For the most current information on MCC programs, visit mccnh.edu.

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