

# Marketing



## Why Marketing?

In an era of global, digitized, interactive business environments, marketing offers one of the best career opportunities for today's business students. Marketing 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.

## 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 |
|-------------|-----------|-------------|
| \$40,035    | \$61,150  | \$128,301   |

\*Career Coach 2024, [mccnh.lightcastcc.com](http://mccnh.lightcastcc.com)

## Transfer Opportunities

Students in the Marketing Program can successfully transfer to other accredited 4-year colleges, including:

- Franklin Pierce University
- Franklin University (online)
- UNH College of Professional Studies
- Keene State College
- New England College
- Plymouth State University
- Rivier University
- Southern NH University
- UNH Manchester
- ...and many more!

ACBSP  
ACCREDITED

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.

Marketing is in the Top-10 degrees in demand.

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

[mccnh.edu](http://mccnh.edu)

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# Degree & Certificate Requirements

## Marketing Degree

### Degree Program - First Year

| First Year   | Fall Semester                                 | TH        | LAB      | CR        |
|--------------|---|-----------|----------|-----------|
| MKTG125M     | Principles of Marketing: A Global Perspective | 3         | 0        | 3         |
| ACCT113M     | Accounting and Financial Reporting I          | 3         | 0        | 3         |
| BUS110M      | Introduction to Business                      | 3         | 0        | 3         |
| BUS114M      | Business Management                           | 3         | 0        | 3         |
| CIS110M      | Microsoft® Computer Applications I            | 2         | 2        | 3         |
| FYE100M      | MCC Essentials                                | 1         | 0        | 1         |
| <b>Total</b> |   | <b>15</b> | <b>2</b> | <b>16</b> |

  

| First Year               | Spring Semester  | TH            | LAB      | CR            |
|--------------------------|--|---------------|----------|---------------|
| ACCT123M                 | Accounting and Financial Reporting II  | 3             | 0        | 3             |
| ECON134M                 | Macroeconomics   | 3             | 0        | 3             |
| ENGL110XM<br>or ENGL110M | College Composition I with Corequisite or<br>College Composition I   | 5/4*          | 0        | 5/4*          |
|                          | Business Elective ( <i>Select one:<br/>BUS120M, BUS155M, BUS200M, BUS205M,<br/>BUS216M, GDES110M or ECON135M</i> ) | 3             | 0        | 3             |
|                          | Mathematics Elective ( <i>Select one:<br/>MATH145M, MATH202M</i> )   | 4             | 0        | 4             |
| <b>Total</b>             |  | <b>17/18*</b> | <b>0</b> | <b>17/18*</b> |

### Degree Program - Second Year

| Second Year  | Fall Semester   | TH            | LAB      | CR            |
|--------------|---|---------------|----------|---------------|
| MKTG135M     | Global Consumer Behavior ( <i>Fall only</i> )                       | 3             | 0        | 3             |
| MKTG210M     | Advertising ( <i>Fall only</i> )                                    | 3             | 0        | 3             |
| BUS212M      | Business Law I  | 3             | 0        | 3             |
|              | Science Elective<br>( <i>BIOL, CHEM, ENVS, ESCI, GEOL or PHYS</i> ) | 3             | 0        | 3             |
|              | English Elective ( <i>Select one:<br/>ENGL113M, ENGL220M</i> )      | 3/4*          | 0        | 3/4*          |
| <b>Total</b> |   | <b>15/16*</b> | <b>0</b> | <b>15/16*</b> |

  

| Second Year                      | Spring Semester                                   | TH        | LAB      | CR        |
|----------------------------------|---|-----------|----------|-----------|
| 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         |
| BUS210M                          | Business Communications                           | 3         | 0        | 3         |
|                                  | Foreign Language/Humanities/Fine Arts<br>Elective | 3         | 0        | 3         |
| <b>Total</b>                     |   | <b>15</b> | <b>0</b> | <b>15</b> |
| <b>Total Credits - 63/64/65*</b> |   |           |          |           |

## 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         |
| <b>Total</b>              |   | <b>18</b> | <b>0</b> | <b>18</b> |
| <b>Total Credits - 18</b> |   |           |          |           |

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All courses and degree requirements are subject to change. For the most current information on MCC programs, see [mccnh.edu/programs](http://mccnh.edu/programs).

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