

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 the 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 |
|-------------|-----------|-------------|
| \$46,360 | \$63,120 | \$88,680 |

**New Hampshire Occupational Employment & Wages 2018, published by the NH Economic + Labor Market Information Bureau - Salaries are based on 40 hours of work, not including overtime.*

Transfer Opportunities

The MCC 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 four-year colleges throughout the country.

- ACBSP-Accredited Colleges and Universities
 - Bentley University
 - Franklin Pierce University
 - Granite State College
 - New England College
 - Plymouth State University
 - Southern NH University
- ...and many more!

Marketing is in the top ten 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 |
|--------------|---|-----------|----------|-----------|
| 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 | Management | 3 | 0 | 3 |
| CIS110M | Microsoft® Computer Applications | 2 | 2 | 3 |
| FYE100M | MCC Essentials | 1 | 0 | 1 |
| Total | | 15 | 2 | 16 |

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

Degree Program - Second Year

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

| Second Year | Spring Semester | TH | LAB | CR |
|--------------|--|-----------|----------|-----------|
| MKTG205M | International Marketing | 3 | 0 | 3 |
| MKTG224M | Sales and Sales Management | 3 | 0 | 3 |
| MKTG282M | Marketing Research | 3 | 0 | 3 |
| BUS210M | Organizational Communications | 3 | 0 | 3 |
| | Foreign Language/Humanities/Fine Arts Elective | 3 | 0 | 3 |
| Total | | 15 | 0 | 15 |

Total Credits - 63

Marketing Certificate

| | | TH | LAB | CR |
|---------------------------|---|----|-----|----|
| MKTG125M | Principles of Marketing: A Global Perspective | 3 | 0 | 3 |
| MKTG135M | Global Consumer Behavior | 3 | 0 | 3 |
| MKTG205M | International Marketing | 3 | 0 | 3 |
| MKTG210M | Advertising | 3 | 0 | 3 |
| MKTG224M | Sales and Sales Management | 3 | 0 | 3 |
| MKTG282M | Marketing Research | 3 | 0 | 3 |
| Total Credits - 18 | | | | |



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