YOUR CAREER STARTS HERE!



MARKETING MANAGEMENT

Businesses globally are seeking employees and leaders with the skills needed to advance the business and excel in fields such as marketing, management, sales, human resources, accounting, and other business-related areas. The Marketing degree is designed to prepare students to excel in business and in high-demand marketing careers. This programme includes a series of courses that allows the students to build skills and master competencies in a variety of areas, including marketing, management, entrepreneurship, and more.

All of the courses in the Marketing degree are project-based, technology-infused, and student-driven. Students will engage in a variety of active learning strategies, including computer simulations, project-based learning, and authentic performance tasks. Students will also have the opportunity to make connections between classroom learning and the world of work through an internship where possible.

PROGRAMME GOAL/OBJECTIVES:

To provide prospective Marketing students with a body of knowledge which will; Increase their employment opportunities Prepare them for supervisory and management careers in industry and commerce, Provide them with a qualification which will enable them to progress to higher level marketing management or specialized business/ management programmes at a later stage in their business or academic careers.

EMPLOYMENT OPPORTUNITIES AND JOB OUTLOOK:

Although marketing is a popular graduate career, making entry extremely competitive, there are many paths you can follow with your Marketing degree.

Jobs directly related to your degree include:

+Advertising account executive
+Advertising art director
+Marketing executive
+Media planner
+Public relations officer
+Sales promotion account executive
+Social media manager

Jobs where your degree would be useful include:

+Business adviser
+Event manager
+Product manager
+UX designer
+Web content manager

Cyber Tech Career College
New Gannet Building, Ave No. 845 Soldier Road, West of East Side
PH: 322-4223 | 525-8535
PH: 322-4223
Email: admissions@ctccbahamas.com

Registered and Approved by NAECOB and Accepted by The Ministry of Public Service

ASSOCIATES DEGREE - MARKETING MANAGEMENT

FEE STRUCTURE

TRIMESTER 1

Application Fee		$50.00	
Orientation Fee		$85.00	
Registration Fee		$50.00	
Student ID		$25.00	
Student Services		$40.00	
Student Insurance		$35.00	
Technology Fee		$100.00	
Tuition Payment Agreement		$130.00	
TOTAL ANCILLARY FEES			**$515.00**
Credits	10	$160.00	$1,600.00
Scholarship/Bursary			**-$500.00**
TOTAL TUITION FEES			**$1,100.00**
TOTAL AMOUNT DUE TRIMESTER 1			**$1,615.00**

4 EASY PAYMENTS OF $403.75

TRIMESTER 2

Registration Fee		$50.00	
Student Services		$40.00	
Student Insurance		$35.00	
Tuition Payment Agreement		$130.00	
Technology Fee		$100.00	
TOTAL ANCILLARY FEES			$355.00
Credits	12	$160.00	$1.920.00
Scholarship/Bursary			**-$500.00**
TOTAL TUITION FEES			**$1,420.00**
TOTAL AMOUNT DUE TRIMESTER 2			**$1,775.00**

4 EASY PAYMENTS OF $443.75

TRIMESTER 3

Registration Fee		$50.00	
Student Services		$40.00	
Student Insurance		$35.00	
Tuition Payment Agreement		$130.00	
Technology Fee		$100.00	
TOTAL ANCILLARY FEES			$355.00
Credits	12	$160.00	$1,920.00
Scholarship/Bursary			**-$500.00**
TOTAL TUITION FEES			**$1,420.00**
TOTAL AMOUNT DUE TRIMESTER 3			**$1,775.00**

4 EASY PAYMENTS OF $443.75

This Associates Degree Program is two years long. There are three Trimesters each year, excluding the Summer Semester. Each Trimester is thirteen weeks. Cost indicated above is just for your first year and does not include the cost of College Prep.

RECOMMENDED SEQUENCE

RECOMMENDED SEQUENCE
(Full-Time Students)

First Trimester

- SCS 1100-4-01 Student College Success
- ENG 1101-4-01 English Composition I
- CIS 1101-4-01 Computer Fundamentals
- MAT 1115-4-01 College Algebra I

Second Trimester

- MAT 1116-4-01 College Algebra II
- PSY 1101-4-01 Introduction to Psychology
- BIO 1101-4-01 Introduction to Biology
- ENG 1110-4-01 English Composition II

Third Trimester

- SPA 1101-4-01 Conversational Spanish I
- ACC 1135-4-01 Financial Accounting
- CIS 1155-4-01 Digital Technologies in Business
- BUS 1101-4-01 Business Communication

SUMMER BREAK

Fourth Trimester

- MGR 1101-4-01 Principles of Management
- MKT 1101-4-01 Principles of Marketing
- MKT 2219-4-01 Content, Advertising & Presentation
- CIS 1150-4-01 Desktop Publishing & Presentation Application

Fifth Trimester

- KT 2210-4-01 Advertising and Promotion Development
- MKT 2240-4-01 Public Relations
- MKT 2235-4-01 Marketing Research
- MKT 2220-4-01 Global Marketing

Sixth Trimester

- MKT 2230-4-01 Marketing Management
- MKT 2215-4-01 Customer Behavior & Trends
- MGR 1165-4-01 Organizational Behavior
- CUS 2201-4-01 Customer Service

SUMMER BREAK

CYBER TECH CAREER COLLEGE
New Campus Location - No. 345 Soldier Road, West of East Street
PH: 322-4223 | 525-8535
Web Site: www.cybertech242.com
Email: admissions@cybertech242.com