

# CYBER TECH CAREER COLLEGE



## MARKETING

### Program Description

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.

#### PROGRAM 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 programs 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