Marketing Management Specialist Certificate (MS21)

DESCRIPTION
The Marketing Management Specialist certificate program prepares individuals to execute a company’s marketing plans.

EMPLOYMENT OPPORTUNITIES
Graduates of the Marketing Management Specialist certificate are prepared for employment as sales representatives, retail sales associates, and marketing assistants.

ADMISSIONS CRITERIA
1. Submit a completed application and application fee;
2. Be at least 16 years of age;
3. Submit official high school transcript or GED transcript;
4. Submit official college transcripts, if applicable;
   • Meet the following assessment requirements:

<table>
<thead>
<tr>
<th>TEST</th>
<th>Reading</th>
<th>Writing</th>
<th>Numerical</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPASS</td>
<td>70</td>
<td>32</td>
<td>26</td>
</tr>
<tr>
<td>SAT</td>
<td>430</td>
<td>NA</td>
<td>400</td>
</tr>
<tr>
<td>ACT</td>
<td>13</td>
<td>12</td>
<td>17</td>
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</tbody>
</table>

MARKETING MANAGEMENT SPECIALIST CERTIFICATE CURRICULUM
The curriculum for the Marketing Management Specialist technical certificate of credit program is designed for the semester system. A student may enter the program any semester. To graduate, students must earn a minimum of 12 semester credit hours. The program requires a minimum of 180 contact hours and generally takes 2 semesters to complete.

<table>
<thead>
<tr>
<th>Program Courses</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>MKTG 1100 – Principles of Marketing (OL)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 1190 – Integrated Marketing Communications (OL)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 1160 – Professional Selling (OL)</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Elective</td>
<td>3</td>
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</tbody>
</table>

(OL) designation indicates course may be available online during selected semesters.

PROGRAM COSTS
- Tuition/Fees: $1,744
- Books/Supplies: $300
(Costs are estimates and are subject to change.)
**TOP 10 REASONS**
why OTC is the right choice for you!

1. Great-paying careers!
2. Strong **job placement**!
3. Affordable tuition with financial aid options you don’t have to pay back!
4. Over 100 majors to choose from!
5. Flexible class scheduling: day, evening, and online classes!
6. Faculty with real-world experience
7. Hands-on learning
8. Small class sizes
9. An Associate’s Degree, diploma, or certificate in less 2 years or less!
10. We **GUARANTEE** your education!

**GET STARTED TODAY!**

1. Select a program! Free career counseling is available.
2. Review the Admissions Checklist and APPLY online at www.ogeecheetech.edu!
3. Plan for expenses. You can view tuition and fees and available financial aid options online as well.

**QUESTIONS:**
Contact Admissions at 912.688.6994 or via email at enrollmentservices@ogeecheetech.edu!

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As set forth in its student catalog, Ogeechee Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, genetic information, veteran status, or citizenship status (except in those special circumstances permitted or mandated by law). The following person(s) has been designated to handle inquiries regarding the non-discrimination policies: Kelli Waters, Title IX Coordinator, Office 340, Joseph E. Kennedy building, (912) 871-1885; Penny Hendrix, Section 504 Coordinator, Office 624, Joseph E. Kennedy Annex building, (912) 486-7211; One Joseph E. Kennedy Boulevard, Statesboro, GA 30458. Ogeechee Technical College is a unit of the Technical College System of Georgia.