

## *Small Business Marketing Manager Certificate (SB51)*

### **DESCRIPTION**

This program prepares individuals to develop and manage independent small businesses. Included are courses in marketing, management, selling, promotion, and business regulations.

### **EMPLOYMENT OPPORTUNITIES**

Graduates completing the Small Business Marketing Manager certificate are prepared for employment as a small business manager, buyer, merchandise manager, department manager, sales representative, customer service manager, and display manager.

### **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:

<b>TEST</b>	<b>Reading</b>	<b>Writing</b>	<b>Numerical</b>
COMPASS	70	32	26
SAT	430	NA	400
ACT	13	12	17

### **SMALL BUSINESS MARKETING MANAGER CERTIFICATE CURRICULUM**

The curriculum for the Small Business Marketing Manager certificate is designed for the semester system. A student may enter the program any semester. To graduate, students must earn a minimum of 15 semester credit hours. The program requires a minimum of 225 contact hours generally takes 2 semesters to complete.

<b><u>Program Courses</u></b>	<b><u>Credits</u></b>
MKTG 1100 - Principles of Marketing (OL)	3
MKTG 1130 - Business Regulations and Compliance (OL)	3
MKTG 1160 - Professional Selling (OL)	3
MKTG 1190 - Integrated Marketing Communications (OL)	3
MKTG 2010 - Small Business Management (OL)	3

*(OL) designation indicates course may be available online during selected semesters. \* "C" or higher grade is required for this course.*

### **PROGRAM COSTS**

Tuition/Fees: \$1485

Books/Supplies: \$375

*(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](http://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](mailto:enrollmentservices@ogeecheetech.edu)!

Ogeechee Technical College does not discriminate on the basis of race, color, national origin, gender or disability. The following individuals have been designated to coordinate the College's implementation of nondiscrimination policies: Kelli Waters, Title IX Coordinator, Office 143D, JEK Building, 912.871.1885 and Penny Hendrix, ADA/Section 504 Coordinator, Office 171E, JEK Building, 912.486.7211.