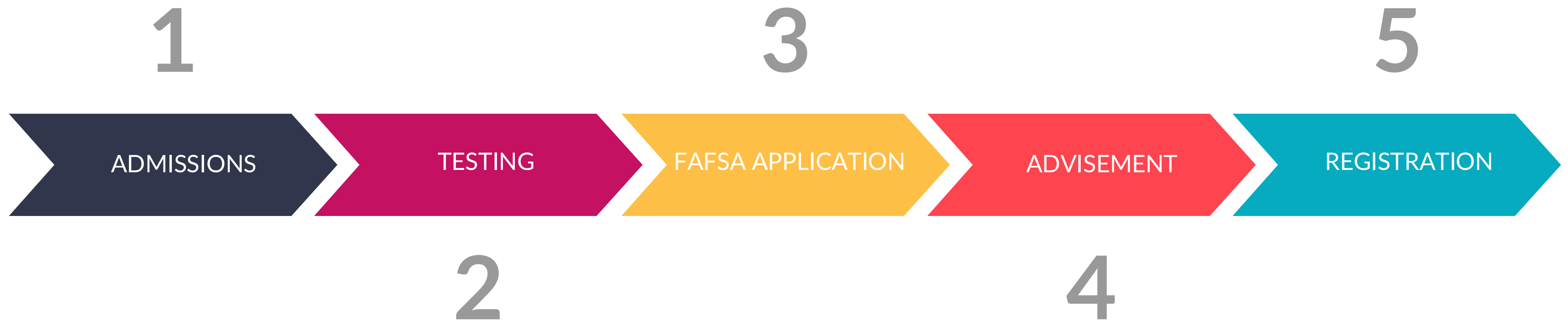


Marketing Management Diploma Sample Academic Track

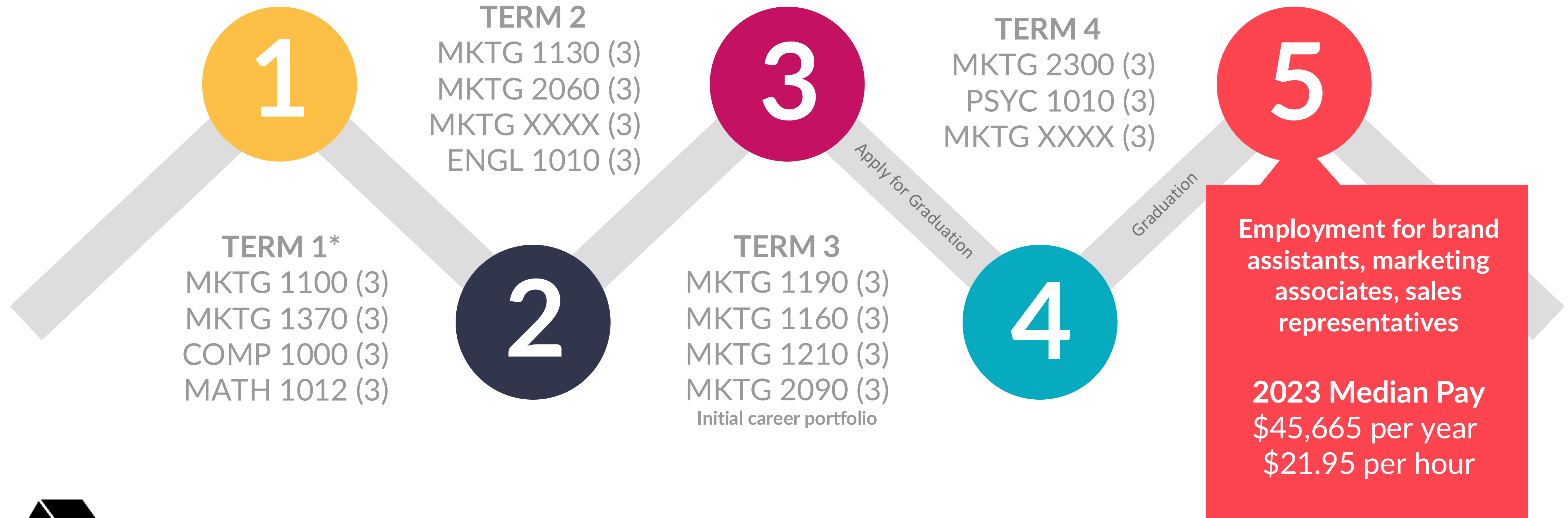
Credits required for graduation: 42

The Marketing program is designed to prepare students for employment in a variety of positions in today's marketing and management fields. The Marketing program provides learning opportunities that introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in the area of marketing. Graduates of the program receive a diploma with specializations in marketing management, entrepreneurship, retail management, sports marketing or social media.



Marketing Management Diploma Academic Track

Credits required for graduation: 42



*Assuming Fall semester start and Marketing Management specialization
MKTG XXXX = MKTG elective course of choice



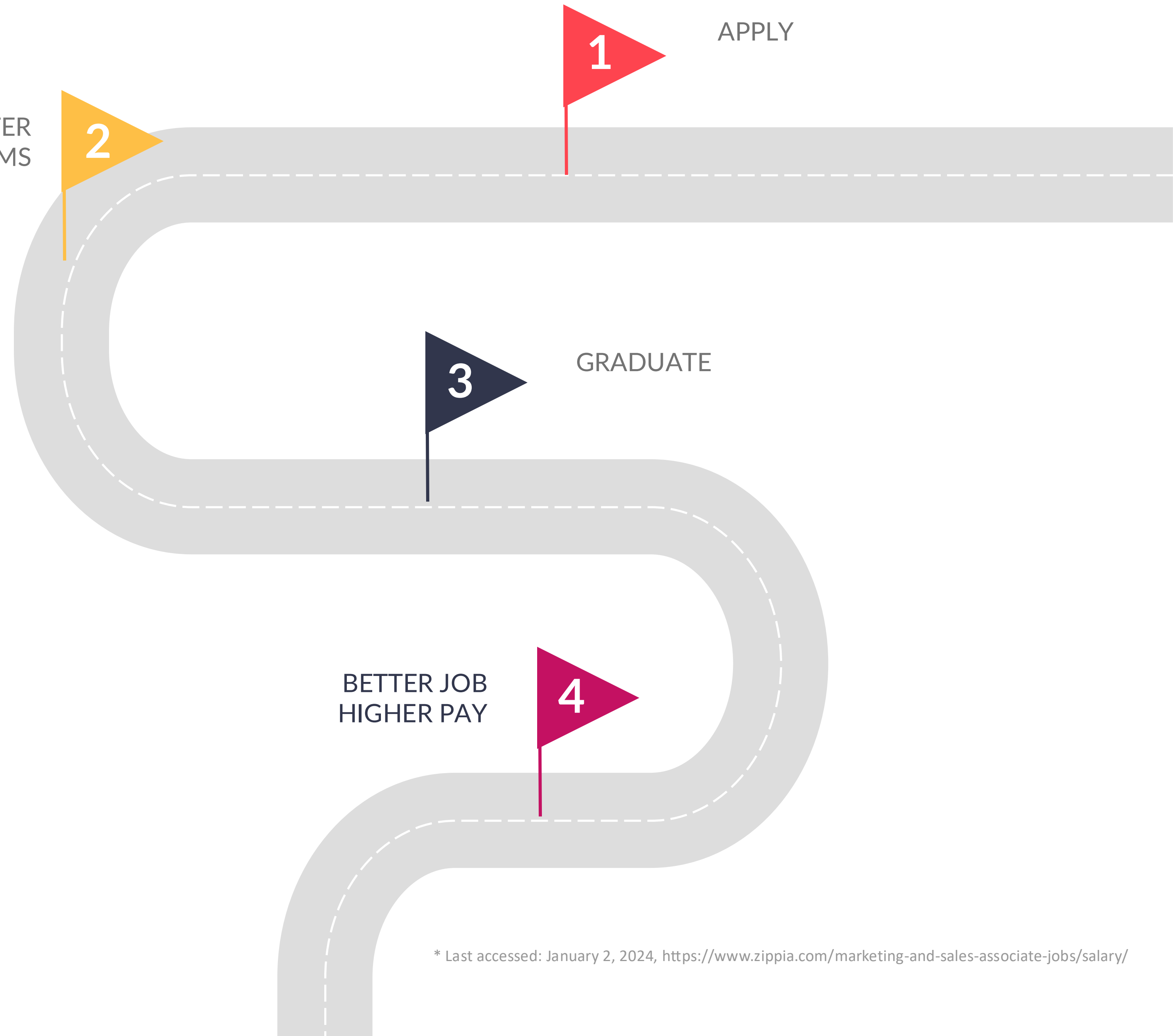
Marketing Management Diploma

The marketing industry offers substantial earning potential. According to Zippia.com information accessed in 2023, the median annual salary for a marketing associates is \$45,665 with basic entry-level being \$30,000*.

Compensation for marketing positions ranges wildly according to industry, size of company, years of experience, and responsibilities. A Marketing Assistant will usually be at the lower end of the scale at marketing agencies and smaller companies.

Completing the required 42 credits for diploma completion lays the foundation of marketing knowledge required in most industries to include an understanding of terms and concepts with relevant application assignments and projects. A marketing management diploma is also the foundation for advancing to a more well-rounded degree program (associate level and beyond.)

4 SEMESTER TERMS



* Last accessed: January 2, 2024, <https://www.zipppia.com/marketing-and-sales-associate-jobs/salary/>