BUSINESS & MARKETING TECHNOLOGY

The Business & Marketing Technology program is a two-year program offering innovative methods to create and maximize strategic marketing practices through online advertising, websites and email, social media, and digital marketing. Students will learn to apply practices in fundamental business operations including marketing, management, sales, and administration. This program provides students with technical skills and management expertise to transition into the workplace or pursue additional education towards a degree.

Curriculum:

- Business Activities/Advertising/ Applications
- Business Ethics and Law
- Business/Marketing/Social Media Communications
- Digital and Social Media Marketing
- Entrepreneurship
- Global Business
- Marketing Research
- Project and Financial Management Fundamentals
- Product and Services Development/Sales
- Sports and Entertainment Marketing/Planning/Relations

Certifications:

- Adobe Certified Professional
- CPR/First Aid
- Critical Career Skills
- Digital Literacy (IC3)
- Entrepreneurship & Small Business
- Intuit Design for Delight Innovator
- Intuit QuickBooks
- Microsoft Office Specialist (MOS)
- Stukent Social Media Marketing

BUSINESS professionals OF AMERICA

Students have the opportunity to earn industry credentials and college credits.

Opportunities:

- Accounting and Finance
- Advertising and Sales
- Business Management/Owner
- Digital Marketing/E-Commerce
- Entertainment Agent
- Event Planner
- Human Resources
- Internship
- Logistics/Market Research
- Marketing Manager
- Public Relations
- Purchasing
- Social Media or Sports Marketing
- Tradeshow Coordinator

This program is part of MCCC's IT Academy, which is the integration of three career-technical majors including Business & Marketing Technology, Cybersecurity & Digital Forensics and Software Engineering & Web Development.

MEDINA COUNTY CAREER CENTER

Visit mcjvs.edu for more information about our Business & Marketing Technology program.