

BUSINESS & MARKETING TECHNOLOGY

CAREER ROADMAP

MCCC CAREER MAJOR

REQUIRED COURSES

Business Foundations
Marketing Principles,
Strategic Entrepreneurship
Digital Marketing and Management

COLLEGE CREDIT

Students have the opportunity to earn college credit in this program.

GOALS

Earn High School Diploma
Earn Industry Certifications

MCCC INDUSTRY CERTIFICATIONS*

Entrepreneurship and Small Business
Digital Literacy (IC3)
Microsoft Office: Specialist (MOS)
Adobe Photoshop CC Certified Professional
Intuit QuickBooks
Social Media Marketing
Critical Career Skills
Intuit Design for Delight
CPR / First Aid
Pre-Apprenticeship (ApprenticeOhio)

JOB PLACEMENT | INTERNSHIPS

Administrative Assistant
Digital and Social Media Marketing
Event Marketing and Sales Assistant
Supply Chain
Finance

*Students who meet certification criteria will have the opportunity to test in their CT program.

TECHNICAL CAREERS

ASSOCIATE DEGREE

Business Management with concentrations in:
Accounting
Business Technology
Human Resources
Management
International Business
Marketing
Purchasing and Supply Management
Associate in Marketing

ADVANCED CERTIFICATIONS

Certified Business Analysis Professional
Certified Supply Chain Professional
Project Management Professional
Certified Application Associate — Business Planning and Consolidation
Marketing Strategy Certificate

JOBS WITH WORK EXPERIENCE & ASSOCIATE DEGREE

Direct Marketers
Public Relations Specialist
Sales Supervisor
Market Research Analysts
Marketing Specialist
Customer Service Representative
Online Fulfillment Associate

PROFESSIONAL CAREERS

BACHELOR DEGREE*

Accounting
Economics
Management
Finance
Marketing
Entrepreneurship
Hospitality Management

MASTER DEGREE*

Master of Business (MBA)
Master of Accountancy
Master of Science in Marketing
Master of Science in Management
Human Resources and Administration

DOCTORAL DEGREE*

Business Administration
Finance
Marketing
Aviation Business
Management: Designing Sustainable Systems
Operations Research

EXTENSIVE WORK EXPERIENCE*

Entrepreneur, Director of Human Resources, Director of Sales, Marketing Manager, Product Manager, Public Relations Manager, Regional Sales Representative, Online Sales Director, E-Commerce Manager

*Examples only. Degrees and work experience options are extensive.

