

# 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 and First Aid  
Pre-Apprenticeship [ApprenticeOhio]

#### Job Placement | Internships

Administrative Assistant, Digital and Social Media Marketing, Event Marketing and Sales Assistant

### 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.

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

