

Business & Marketing Technology

Career Roadmap

MCCC Career Major

Academics

Business Foundations, Marketing Principles, Strategic Entrepreneurship, Digital Marketing and Management, Fundamentals of Business and Administrative Services

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 InDesign Certified Associate
Intuit QuickBooks
Social Media Marketing
CPR and First Aid

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.*



Your College & Career

