







## BUSINESS & MARKETING TECHNOLOGY



The Medina County Career Center's Business and 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 fundmental business operations including marketing, management, sales and administration. This program provides students with technical skills and management expertise for transition into the workplace or to pursue additional education toward a degree.

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

## Curriculum

- · Business Law
- · Channel Management
- · Communications Skills
- Customer Relations
- Digital/Event/Social/Sports Marketing
- · Distribution, Economics
- Entrepreneurship/Financial Analysis
- Human Resources
  Management
- Information Management
- Market Planning
- · Marketing Communications
- · Office Applications, Operations
- Pricing, Professional Development
- · QuickBooks, Selling
- · Strategic Management

## Certification\*

- · Adobe Certified Associate
- Digital Literacy (IC3)
- Entrepreneurship and Small Business
- · Intuit QuickBooks
- Microsoft® Office Specialist (MOS)
- Social Media Marketing
- CPR/First Aid

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

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



## Some Employment Opportunities

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

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

