

ATLANTA TECHNICAL COLLEGE



Marketing Management Pathways

The Marketing and Entrepreneurship program prepares students for employment in the categories of marketing, advertising, sales, promotions and small business management. Why not study in an area that is the pulse of most businesses? Professionals in the field of marketing are the brains behind the shape of a product, the words in advertising campaigns, the positioning of a brand and the innovative ways of exchanging offerings that have value for customers, partners, and society at large. On the other hand, many businesses are successful because of the business platform created by its founder. As a potential business owner, the entrepreneurship classes will cultivate the attributes, knowledge and skills required to encourage entrepreneurial success in a variety of industries. Students may specialize in Entrepreneurship, Social Media Marketing, e-Business, Professional Selling and Sports Marketing. Over the next 10 years, the number of jobs in this field is projected to grow by 28% nationally and 30% in Fulton and Clayton counties in Georgia.

Marketing Specialist OR Social Media Specialist OR Sales Professional Certificate

1 Semester
3-4 Classes

Careers: Marketing Associate, Social Media Marketing Specialist, Digital Marketing Specialist, Social Media Creative Specialist, Sales Professional, Sales Representative

Estimated Starting Salaries at \$40,000/year



Small Business Marketing Manager Certificate

1 Additional Semester
2-3 Additional Classes

Careers: Business Office Manager, Marketing Director, Marketing Associate, Marketing Coordinator, Market Development Manager

OR

Entrepreneurship and/or Small Business Ownership

1 Additional Semester
2-5 Classes

Careers: Small Business Owner, Office Manager, Marketing Associate, Marketing Coordinator, Market Development Manager

Estimated Starting Salaries at \$45,000/year



Marketing Management Associate's Degree

3 Additional Semesters
12 Additional Classes

Careers: Business Office Manager, Marketing Director, Marketing Associate, Marketing Coordinator, Market Development Manager, Social Media Manager

Estimated Starting Salaries at \$54,000/year

For more information contact:

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*All job growth projections and estimated salaries are based on data from Emsi (Economic Modeling Specialists Inc) and are updated annually.