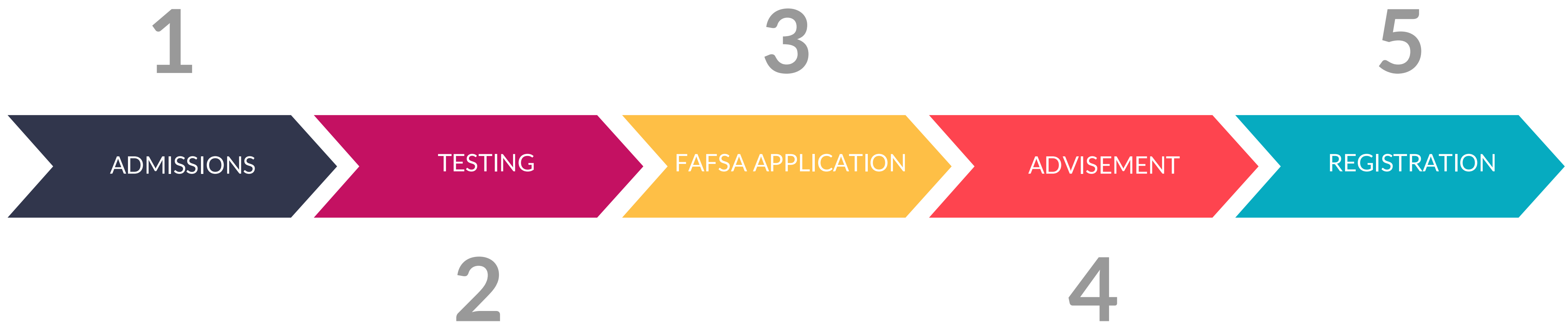


# Marketing Management Degree

## Sample Academic Track

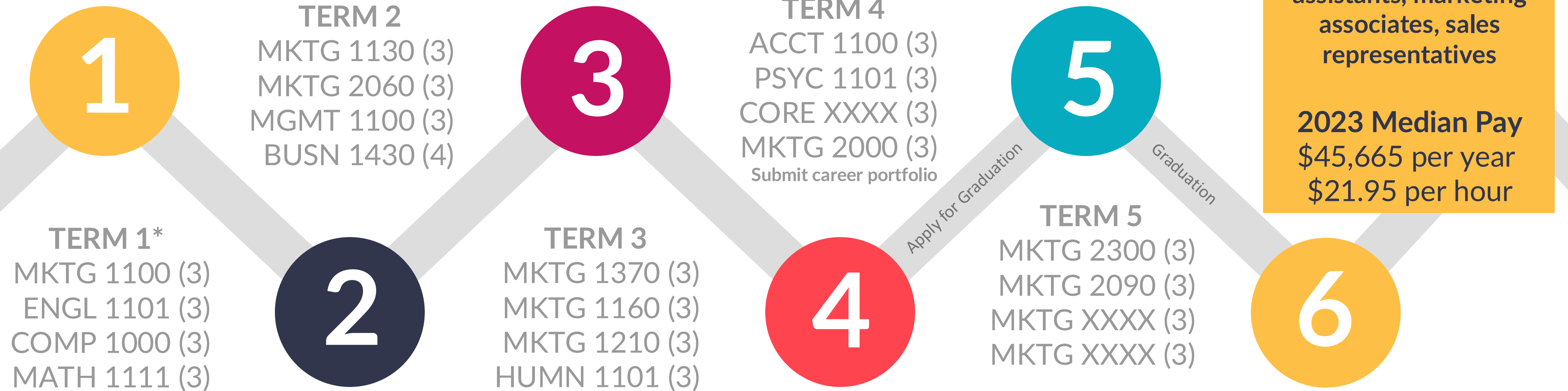
Credits required for graduation: 62

The Marketing program is designed to prepare students for employment in a variety of positions in today's marketing and management fields. The Marketing program provides learning opportunities that introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in marketing. Graduates of the program receive a Marketing degree with specializations in marketing management, entrepreneurship, retail management, sports marketing or social media.



# Marketing Management Degree Academic Track

Credits required for graduation: 62



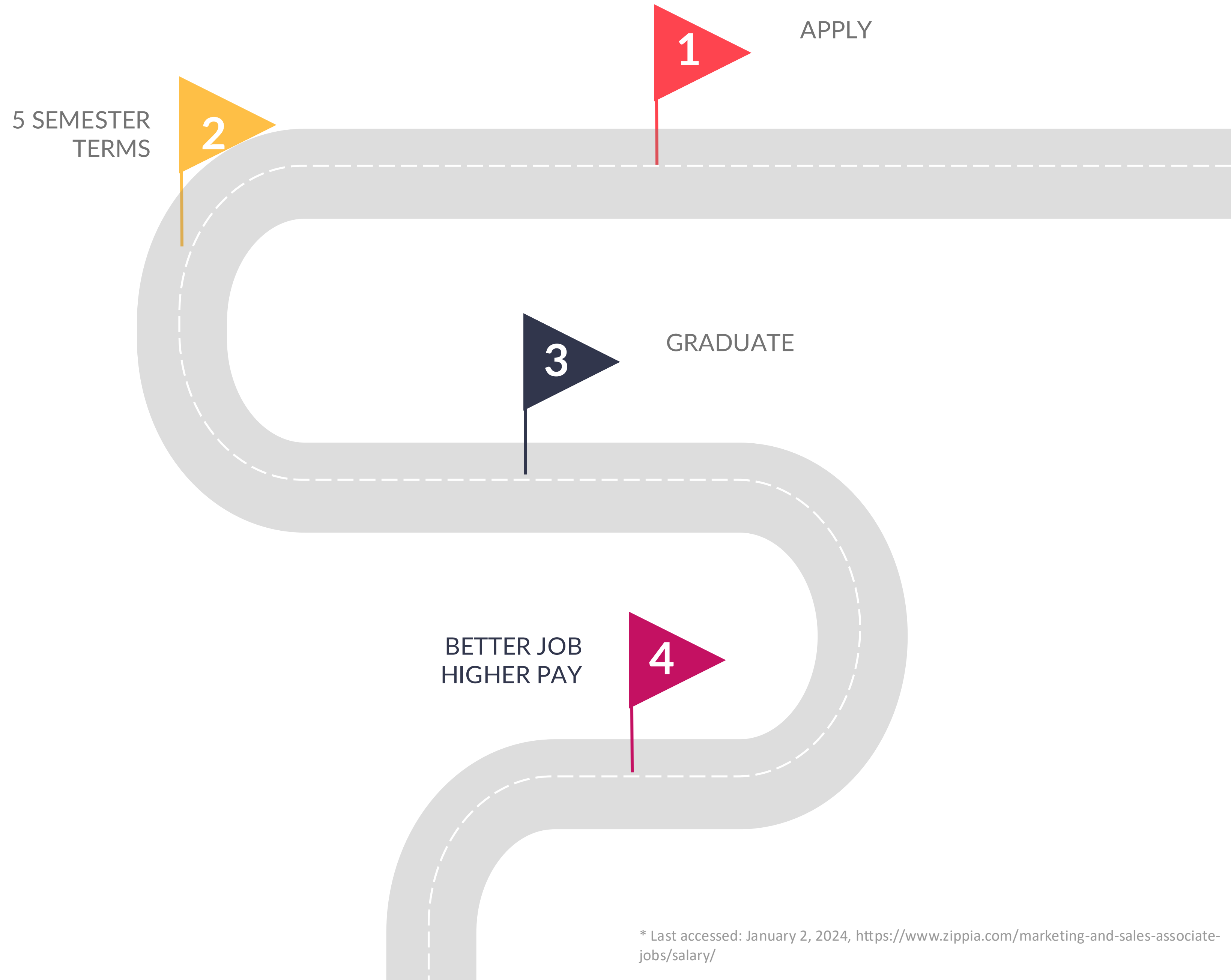


# Marketing Management Degree

The marketing industry offers substantial earning potential. According to Zippia.com information accessed in 2023, the median annual salary for a marketing associates is \$45,665 with basic entry-level being \$30,000\*.

Compensation for marketing positions ranges wildly according to industry, size of company, years of experience, and responsibilities. A Marketing Assistant will usually be at the lower end of the scale at marketing agencies and smaller companies.

Completing the required 62 credits for degree completion lays the foundation of marketing and business knowledge required in most industries to include an understanding of terms and concepts with relevant application assignments and projects. A marketing management associate's degree is also the foundation for advancing to a higher degree program.



\* Last accessed: January 2, 2024, <https://www.zippia.com/marketing-and-sales-associate-jobs/salary/>