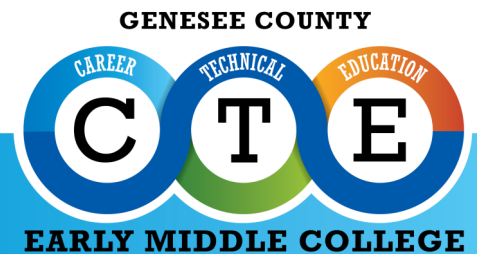


**Genesee County  
Career Technical Education  
Early Middle College**



# Marketing Management



**The Marketing Management program at Mott Community College prepares students for both the Associate of Applied Science Degree and Certificate of Achievement.**

The Marketing Management program is designed to provide opportunities for careers in the distribution of goods and/or services. Marketing is a major business function with job opportunities such as retailing, direct sales, advertising, customer service and physical distribution. Students who select this program will find opportunities in advertising, marketing, sales, as management trainees or related management positions. With additional experience, training and proven capabilities, there are advancement opportunities to store manager, sales manager, ad display manager and/or business owner.



**The jobs of today require highly skilled technicians.  
Gain the knowledge and hands-on experience that will  
make you employable in these rewarding careers.**



# MARKETING MANAGEMENT

## A Genesee County Career and Technical Education Early Middle College Partnership

### ESSENTIAL ELEMENTS

In addition to the 5-year plan of study, these POS Essential Elements are integral to the student's educational development.

**Career and Technical Student Organization (CTSO)**

**Community Service**

**Educational Development Plan (EDP)**

**Work-Based Learning (WBL)**

### What is an Early Middle College?

The Genesee County Career and Technical Education Early Middle College (GC CTE EMC) is a unique opportunity for students to explore and earn an associate's degree, credential or transferable credit in a CTE Career Pathway while in high school.

Students will begin blending their high school course work with college level coursework in 11th grade, adding additional college courses in 12th grade and complete a full schedule of college coursework in a 13th year.

### What is the MEMCA Certificate?

The Michigan Early Middle College Association (MEMCA) Certificate recognizes early middle college students who successfully complete a minimum of 15 college credit hours. The student must also complete 100 hours of verified community service, a minimum of 40 hours of internship, job shadowing, or clinical experience, or 70 hours of combined community service and verified career exploration.

**SEQUENCE OF COURSES** The grades 9-13 sequence of courses includes the Michigan Merit Curriculum Requirements and the required college course work for the listed credentials. See Sequence of Course legend below.

<sup>1</sup>Students must place into these courses through a placement test. If a student does not place into these classes, the sequence of courses will be modified for the student's individual plan of study.

\*Michigan Merit Curriculum: These requirements can be met by successfully completing the first course in the same box. This option will vary by district; please discuss with your local counselor.

\*\*Students will enroll in this college course.

\*\*\*Students receive free college credit for this course by successfully completing the first course listed in the box.

9TH GRADE SEQUENCE OF COURSES		10TH GRADE SEQUENCE OF COURSES	
1st Semester	2nd Semester	1st Semester	2nd Semester
English 9	English 9	English 10	English 10
Math	Math	Math	Math
Science	Science	Science	Science
Social Studies	Social Studies	Social Studies	Social Studies
Foreign Language	Foreign Language	Physical Education	Health
Band/Choir/Fine Arts/VPAA	Band/Choir/Fine Arts/VPAA	Band/Choir/Fine Arts	Band/Choir/Fine Arts

### 11TH GRADE SEQUENCE OF COURSES

1st Semester	2nd Semester
CTE Marketing 2 <sup>nd</sup> Year Foreign Language, 3 <sup>rd</sup> Year Science & VPAA *	CTE Marketing BUSN 104 Introduction to Business *** 2 <sup>nd</sup> Year Foreign Language, 3 <sup>rd</sup> Year Science & VPAA *
ENGL 101 English Composition I ** English 11 <sup>1</sup>	MGMT 181 Principles Of Management **
MATH 120 Intermediate Algebra ** Algebra II <sup>1</sup>	PHIL 295 Ethics **
Government	Elective
Band/Choir/Fine Arts or Elective	Band/Choir/Fine Arts or Elective

### 12TH GRADE SEQUENCE OF COURSES

1st Semester	2nd Semester
CTE Marketing Advanced Studies 2 <sup>nd</sup> Year Foreign Language, 3 <sup>rd</sup> Year Science & VPAA*	CTE Marketing Advanced Studies BUSN 108 Business Sales*** 2 <sup>nd</sup> Year Foreign Language, 3 <sup>rd</sup> Year Science & VPAA*
MKTG 150 Principles of Marketing **	BUSN 261 Business Law I **
BUSN 106 Financial Applications**	MKTG 253 Advertising **
ENGL 102 English Composition II ** English 12 <sup>1</sup>	MKTG 257 Consumer Behavior **
Band/Choir/Fine Arts or Elective	Band/Choir/Fine Arts or Elective

### 13TH GRADE SEQUENCE OF COURSES

1st Semester	2nd Semester
COMM 131 Fundamentals of Public Speaking **	MGMT 183 Small Business Management **
MKTG 153 Digital Promotions Methods**	MKTG 251 Marketing Management**
BUSN 294 Business Capstone **	MGMT 185 Retail Management **
ECON 221 Principles of Economics (Macro) ** Economics <sup>1</sup>	ACCT 101 Applied Accounting ** Final Year Math/4th Math Related *

This Program of Study is a guide; an individual sequence of courses will be developed for each student and is subject to change by student readiness, course availability and local school district policy.



### HOW TO ENROLL

See your high school counselor to apply to the Genesee County Career Technical Education Early Middle College. The application, along with additional information about the program, is also available at [www.gccteemc.org](http://www.gccteemc.org).

## DEGREE/ CERTIFICATION

Marketing Management, A.A.S.

Mott Community College Certificate of Achievement in Marketing Management

## WAGES AND EMPLOYMENT TRENDS

**Median National Wages 2020**  
\$64.16 hourly, \$133,460 annual  
(with Bachelor's Degree)

**Median State Wages 2020**  
\$50.08 hourly, \$122,890 annual  
(with Bachelor's Degree)

**National Employment 2020**  
23,200 employees

**Projected National Growth  
2020-2030** 10% to 15%

**Projected National Openings  
2020-2030** 2,500 employees

Source: Bureau of Labor Statistics.



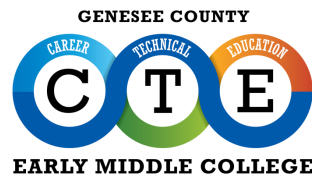
## PARTICIPATING DISTRICTS

Atherton • Beecher • Bendle • Bentley • Carman-Ainsworth • Clio • Davison  
Fenton • Flushing • Genesee • GISD • Goodrich • Grand Blanc • Kearsley  
Lake Fenton • LakeVille • Linden • Madison Academy • Montrose • Mt. Morris  
Swartz Creek • Westwood Heights

The Genesee County Career Technical Education Early Middle College is available to Genesee County high school students through a partnership of Genesee County public school districts and the Genesee Intermediate School District (GISD).



Students accepted into the Genesee County Career Technical Education Early Middle College program will remain students of their high school and may attend courses at Baker College, Genesee Career Institute, and Mott Community College to complete requirements in their Program of Study.



**For more information contact:  
Genesee County Career Technical Education  
Early Middle College Coordinator**

**Phone: (810) 591-3288**

**Email: [gc-cte-emc@geneseeisd.org](mailto:gc-cte-emc@geneseeisd.org)**

**Website: [www.gccteemc.org](http://www.gccteemc.org)**

The Genesee Intermediate School District (GISD) does not discriminate on the basis of race, color, religion, national origin, sex, disability, age, height, weight, marital status, genetic information, or any other legally protected characteristic, in its programs and activities, including hiring, promotion and retention. The person designated to handle inquiries regarding the nondiscrimination policies of GISD or to address any complaint of discrimination is Jeffrey Adams, Executive Director of Human Resources and Title IX Coordinator, Human Resources and Operations, 2413 West Maple Avenue, Flint, Michigan 48507-3493.