

Career Profile for Business Marketing

General Program Description: The Associate in Applied Science (AAS) in Business Marketing teaches students how to promote and sell goods and services. Students learn about buyer behavior, pricing theory, importing, and exporting. They learn to market many types of goods and services such as clothing, banking services, and cars. There are many careers that reward workers who can make the experience good for consumers, and who also make profits for the business. In short, work in marketing can be your doorway to a rewarding career. According to a recent business survey, over 90 percent of corporate chief executive officers began their careers in marketing or sales. As a student in this program, you learn about marketing and business skills, and statistical and research methods to analyze trends in the industry. Profiles of both consumers and the goods and services they buy are studied to develop promotional and advertising concepts. **Certificates of Completion (CCL)** also offered in **Salesmanship, Small Business, Project Management and Real Estate.**

State and National Certification: These occupations can often require specialized training, certification, or licensing in areas such as finance, securities, accountancy, information technology, and healthcare.

Advancement options: Promotion to supervisory jobs may come to public relations and marketing specialists who show that they can handle more demanding assignments. In public relations firms, a beginner might be hired as a research assistant or account coordinator and be promoted to account executive, senior account executive, account manager, and eventually vice president. A similar career path is followed in corporate public relations, although the titles may differ.

Projected Job Growth: Employment of marketing and public relations specialists is expected to grow by 18 percent from 2006 to 2016, faster than average for all occupations. The need for good public relations in an increasingly competitive business environment should spur demand for these workers in organizations of all types and sizes. Those with additional language capabilities also are in great demand.

Location	Pay Period	Bureau of Labor Statistics - 2006 Salaries*		
		Entry-level	Median	Experienced
United States	Hourly	\$14.46	\$26.76	\$46.44
	Yearly	\$30,100	\$55,700	\$96,600
Greater Phoenix	Hourly	\$13.54	\$23.23	\$41.97
	Yearly	\$28,200	\$48,300	\$87,300
Arizona	Hourly	\$13.80	\$23.76	\$42.00
	Yearly	\$28,700	\$49,400	\$87,400

For more career information for Business Marketing visit:

www.bls.gov/oco, www.maricopa.edu/workforce,
<http://www.acinet.org/>, or
www.mc.maricopa.edu/students/career/

For MCC program information, contact
Preston Cameron, 480-461-7729

Director, Dr. Linda Collins, 480-461-7077 or visit
<http://www.mc.maricopa.edu/dept2/management/>

*Labor market information provided by AZ Dept of Economic Security in cooperation with the U.S. Dept of Labor, Bureau of Labor Statistics. Wages will vary depending on the employer, location, hours worked, experience, responsibility and other factors. Career and Re-Entry Services will collaborate with academic and occupational program departments to develop internship and career experience opportunities.

Sample Job Titles: Sales Professional, Marketing Analyst, Customer Service Representative, Advertising Agent, Public Relations Specialist

Types of Employers: Marketing, sales, and services, business, management, and public relations, finance and healthcare and insurance, government and public administration, newspapers, advertising agencies, marketing, sales and services.

Local Employers who posted related jobs on the Maricopa Career Network: Labcorp, Smith Group, Discover, Country Wide, Holiday Inn, SRP

Professional Associations
Public Relations Society of America
<http://www.prsa.org>

For current job openings, go to
Maricopa Career Network
<http://mcmaricopa.jobing.com/>.

International Association of Business Communicators
<http://www.iabc.com/>

Business Marketing Overview At-A-Glance

- Create plans to market products and services
- Stay up-to-date on trends and pop culture
- Often work long hours
- Work with customers and advertising managers
- Have a bachelor's degree plus work experience
www.azcis.intocareers.org

For additional information on Business Marketing careers or to watch occupational videos, visit:

Arizona Career Information Systems (AzCIS)
www.azcis.intocareers.org
User name: mesacc; Password: 4azcis02

Career Voyages
www.careervoyages.gov

Internships are supervised practical training in a short-term or temporary position with an emphasis placed on instruction, training, mentoring, networking and gaining applied work experience. These positions may be paid or unpaid. Contact Career and Re-Entry Services for internship information: 480-461-7430.

Internship Completed: _____ Dates: _____ Location: _____

Service-Learning is a teaching and learning method that connects meaningful community service with academic learning through guided reflection. Contact the Center for Service- Learning for more information: 480-461-7393.

Service-Learning Completed: _____ Dates: _____ Location: _____

Transfer Options: Contact Transfer Services for more transfer information: 480-461-7452.

Career Assessments Completed:

Career Assessment / Results	Date Completed	Reviewed by

Career Readiness Workshops / Activities Completed:

Workshop Name / Activity	Date Completed	Follow Up Contact (s)
Resume Writing Workshop		
Resume completed and reviewed by:		
Participate in Mock Interview		
How To Prepare for a Career Fair		
Attend Career Fair / Job Expo Location:		
Joined Professional Association:		

MCC Career and Re-Entry Services
Providing Guidance for Career and Workplace Success

For more Career Profiles, visit

<http://www.mc.maricopa.edu/students/career/careerprofiles.html>

Meet with a Career Advisor in Bldg #36, Room SS5N - adjacent to the Kirk Student Center, 480-461-7430

