

**South Central College
Program Design**

DIP 3273 Marketing Management Diploma

Program Information

Instructional Level Technical Diploma

Career Cluster Business Management and Administration

Description

The Marketing Management Diploma is designed to prepare individuals for employment in sales and marketing related positions requiring entry-level skills and knowledge necessary to perform typical job functions. Individuals seeking opportunities to upgrade present skills will also benefit from the diploma. Courses will cover the fundamentals of marketing, management, sales, retail operations, managing human resources, the art of selling, and entrepreneurship. Business and industry internships are required, with positions

