



What Can I Do with This Major?

Marketing

The Marketing program offers students the opportunity to recognize and respond to the changing attitudes and demands of consumers for the tangible goods and intangible services they desire. Students will learn about the various products and services that consumers want, as well as the place, pricing, and promotional strategies needed to target the proper product or service to the consumer. The program places special emphasis on e-commerce and digital methodologies to reach the consumer. Students will learn about concepts including brand awareness, target marketing, and social media marketing.

AVC Certificates & Degrees

- Digital Marketing certificate

Examples of Work Industries & Employers

Corporations
Small Business
Schools/Universities
Health Care
Government Agencies
Retail
Hospitality

Possible Job Titles

Digital Marketing Specialist
Social Media Manager
Advertising Assistant