



MARKETING MANAGEMENT

ASSOCIATE OF APPLIED SCIENCE
61/62 CREDITS

Effective marketing entails analyzing an organization's activities and products to strategically reach customers. It relies on a strong comprehension of buyer behavior and meticulous research.

With our Marketing Management degree, you'll acquire the expertise and abilities necessary to cultivate ideas, create products, and deliver services that meet the needs of both individuals and organizations. This program covers product management, including conception, pricing, promotion, and distribution. Students will apply marketing research, and advertising principles, and develop a marketing plan, vital for any business or organization.

CAREER OPPORTUNITIES

- Brand/Product Manager
- Marketing Researcher
- Account Manager
- Media Manager
- Sales Associate
- Retail Manager

KEY COURSES

- Principles of Marketing
- Consumer Behavior
- Market Research
- Advertising
- Digital Marketing Analytics
- Business Management Internship

WE ARE ACCREDITED.

Penn Highlands is accredited by the Middle States Commission on Higher Education. This means you will receive the same quality of education as major four-year institutions in our area.

WE ARE FAMILY.

Our supportive staff and faculty are here for you. We are available to listen, offer advice, and provide support to help you succeed. With an 18:1 student-to-faculty ratio, the hands-on support you will receive feels like family.

DISCOVER MORE ABOUT THIS PROGRAM.

