







**Aims Community College
Marketing/Management
Postsecondary Plan of Study**

	Pathway: Marketing	Plan of Study: Marketing/Management	Web ID 3006
<p>Career Goal (O*Net Code): (Click the occupational title to access education, skills, and employment outlook information)</p> <p>General and Operations Managers (11-1021.00) * </p> <p>Marketing Managers (11-2021.00) </p> <p>Market Research Analysts (19-3021.00)*</p> <p>Green Marketers (11-2011.01)* </p> <p>Meeting and Convention Planners (13-1121.00)</p> <p>Sales Managers (11-2022.00)*</p> <p>Advertising and Promotions Managers (11-2011.00)</p> <p>Managers, All Other (11-9199.00)*</p> <p>* High Demand Career</p> <p>Aims Marketing / Management Web Site</p>		<p>Relevant Occupational Experience</p> <p>Pathway Overview: The Finance pathway focuses on careers in financial and investment planning, banking, insurance, and business financial management.</p> <p>Relevant Skills: Mathematical Reasoning, Oral and Written Comprehension, Number Facility, Deductive Reasoning, Problem Sensitivity, Information Ordering, Reasoning.</p> <p>Military: Transportation Manager, Public Information Officer, Purchasing and Contracting Manager, Personnel Manager, Recruiting Manager, Management Analyst / Planner, Purchasing and Contracting Manager</p> <p>CCCS Credit for Prior Learning Guide Aims Assessment for Credit for Prior Learning assistance</p> <p>Related Occupations: Marketing Managers and Managers, all Others</p>	

Possible Pathways to your Career!

	Programs Available	Program Length (*Based on meeting Program Entrance Requirements)	Estimated Tuition (in-district)	Career Options	Salary Range
Certificate Option(s)	Management Management Basics Small Business Management Advanced Management Event Management Marketing Basics Supervisory Management	25 credits (2 Sem) 9 credits (1 Sem) 30 credits (2 Sem) 9 credits (1 Sem) 14 credits (1 Sem) 9 credits (1 Sem) 9 credits (1 Sem)	\$3093.20 \$786.60 \$4 050.00 \$789.00 \$1198.60 \$789.00 \$789.00	Most will require at least an Associate's Degree and/or Bachelor's Degree	\$-\$
Associate Degree(s)	Marketing/Management Business Management	62 credits (4 Sem) 62 credits (4 Sem)	\$5254-\$5386 \$5254-\$5386	Most will require at least an Associate's Degree and/or Bachelor's Degree	\$\$-\$\$\$



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Articulations available for Thompson Valley, Valley HS, Weld Central HS, Briggsdale, Platte Valley, Weld District 6, Liberty HS, and Highland HS. Students can take classes under Concurrent Enrollment or PSEO.		How to get Articulation Credit	
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Articulation Opportunities to Advanced Degrees:					
Advanced Degree(s)	Marketing/Marketing Management, General Marketing Research International Marketing Business/Commerce, General Sales, Distribution and Marketing Operations, General	120+ credits	Adams Sentinel Argosy CSU Coloradotech Fort Lewis JWU MSCD Regis Mesa Univ of Colo DU Phoenix Western State Westwood	Marketing Director, Marketing Manager, Vice President of Marketing, Business Development Manager, Marketing Coordinator, Account Supervisor, Business Development Director, Commercial Lines Manager, Commercial Marketing Specialist, Market Development Manager, Sales Manager, Vice President of Sales, Director of Sales, District Sales Manager, Regional Sales Manager, Sales Supervisor, General Manager, Sales and Marketing Vice President, Sales Representative, Store Manager, Operations Manager, General Manager (GM), Director of Operations, Plant Manager, Facilities Manager, Plant Superintendent, Vice President of Operations, Warehouse Manager, Chief Operating Officer (COO, Convention Services Manager (CSM), Conference Planning Manager, Conference Services Manager, Catering Manager, Events Manager, Conference Planner, Director of Conference Services, Conference Manager, Director of Events, Market Research Analyst, Market Analyst, Project Manager, Market Research Consultant, Client Service and Consulting Manager, Market Research Manager, Product Line Manager, Business Development Specialist, Client Services Vice President, Communications Specialist	\$\$\$-\$\$\$\$

* \$ = \$15-25,000; \$\$ = \$25-55,000; \$\$\$ = \$55-90,000; \$\$\$\$ = Above \$90,000

08-09 Placement Trends: Accounting	20 completers	*R 68%	*U 15.8%	*R related occupation *U unrelated occupation	
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	The 3 year median loan debt incurred by program completers	<i>(Needs to be calculated by Student Financial Aid)</i>
	CollegeInColorado's SLOPE Calculator	SLOPE calculates your estimated monthly payment for student loans and compares it to your projected earnings for your career choice. The results will indicate how much you can borrow comfortably based upon your career.
	College Tuition Comparison Guide	Compare Colleges Resident and Non-resident tuition and fees.

Extended Learning Experiences
<p>Support Services:</p> <p>Services for Students – Academic Support, Advising, Bookstore, Campus Technology, Career Center, E-Cashier, Disability Services, Fitness Facilities, Financial Aid, Library, Learning Commons, Student Life, Student Success Center, Testing Center, Tutoring & Supplemental Instruction.</p>
<p>Financial Aid:</p> <p>General Financial Aid Information – Aims Community College offers a wide variety of financial aid programs and services to help you meet your educational costs including Federal & State Grants, Scholarships, Work-Study Program</p>
<p>Professional Affiliations</p> <p><i>Needs to be provided by department</i></p>
<p>Selected Web Resources</p> <p>Ad Council Campaigns AdForum Advertising Age Advertising Educational Foundation Advertising Principles American Fact Finder</p>



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[KnowThis?](#)
[Nielsen Media Research](#)
[Small Business Administration](#)
[Trade Deveopment](#)

Practical Learning Experiences:

(Insert non-classroom learning experiences here – i.e. internships, job shadowing, etc...)

Aims Community College is accredited by the Higher Learning Commission and a member of the North Central Association of Colleges and Schools.

Aims Community College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. Please direct inquiries to: Sandra Owens, 5401 West 20th Street P.O. Box 69, Greeley CO. 80634.

*** It is strongly recommended that if students are intending to transfer to a four-year institution, they consult with the transfer institution to determine transferability of their Aims Community College courses.*

**** This document is a guide only. It does not act as a legally binding contract.*