Did you know?

► Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase faster than the average for all occupations through 2014.

► Advertising, marketing, promotions, and sales managers held $87,000 jobs in 2004.

► Many managers earn bonuses equal to 10 percent or more of their salaries.

► Starting salaries for Marketing majors graduating in 2005 averaged $33,873.

► According to the U.S. Bureau of Labor Statistics, median annual salaries for managers and sales people in the Danville region (as of May 2007) are as follows:
  - Purchasing Agents: $49,920
  - Retail Supervisors: $36,020
  - Non-Retail Supervisors: $69,540
  - Sales Representatives (Wholesale & Manufacturing): $57,010
  - Labor Supervisors: $34,960
  - Logistics Supervisors: $54,780
  - General Managers & Operations Managers: $88,470
  - Sales Representatives (Services): $46,880


Marketing

Learn more about ...

MARKETING

For more information about this program, contact the faculty:

► Vincent Decker, Professor of Business Management,
  Email: vdecker@dcc.vccs.edu

► David Bonebright, Associate Professor of Marketing and Business Management, Email: dbonebright@dcc.vccs.edu

It’s easy to get started ...

1. Complete an application for admissions.
3. Meet with a DCC Counselor to discuss your assessment results and program placement.
4. Meet with a Marketing advisor to select and register for classes.
5. Pay for your classes.

Call …
434.797.2222
800.560.4291
TTY: 434.797.8542

Come by …
1008 S. Main Street
Danville, VA
24541-4004

Visit www.dcc.vccs.edu or info@dcc.vccs.edu for more information.

Vision: Danville Community College will be the college of choice in our region for exemplary educational programs and services.

Mission: Danville Community College is committed to providing quality comprehensive higher education and workforce programs and services to promote student success and to enhance business and community development.

Danville Community College does not discriminate on the basis of race, color, age, national origin, sex, or disability in its programs or activities. Member, Virginia’s Community Colleges.
MARKETING
Marketing determines the need for a product or service and identifies its consumers. Danville Community College’s Marketing program prepares you for employment in merchandising, retailing or related marketing occupations. Successful graduates receive an Associate of Applied Science Degree in Business Management – Marketing.

Three Specializations:
Marketing – designed for students preparing for initial employment or those already employed seeking advancement in marketing careers.
Warehousing and Distribution Specialization – prepares you for employment in a career field involving the care and control of stock, dispatching goods and materials, and assembling bulk orders for distribution.
Electronic Commerce Specialization – prepares you for employment in the field of Web design and Internet marketing in business-to-business and business-to-consumer transactions.

All three specializations offer technical courses in marketing, business, information technology, and general education.

Are you...?

➢ Creative and a “people person”?
➢ Able to follow written directions?
➢ Good at solving problems?
➢ Good at critical thinking?
➢ Good at reading and math (If not, can you successfully complete refresher courses in developmental reading, writing, algebra, and geometry?)
➢ Able to work independently and in a team environment?

...If so, Marketing is for you!

Possible Occupations

Marketing
➢ Sales Representative
➢ Buyer and Assistant Buyer
➢ Manager/Manager Trainee
➢ Department Manager
➢ Real Estate/Insurance Sales
➢ Small Business Management/Owner
➢ Other Related Marketing Occupations

Marketing – Warehouse and Distribution Specialization
➢ Shipping
➢ Receiving
➢ Logistics/Traffic
➢ Warehouse Manager/Manager Trainee
➢ Department Manager
➢ Purchasing
➢ Other Related Marketing Occupations

Marketing – Electronic Commerce Specialization
➢ Web Designer/Developer
➢ Sales Representative
➢ E-Business Account Manager
➢ Management Trainee
➢ Internet Service Provider
➢ Department Manager
➢ Web Sales Support Coordinator
➢ Direct Marketer
➢ Administrative Assistant
➢ Internet Entrepreneur
➢ Web Site Development and Maintenance Specialist
➢ Production Supervisor
➢ Internet Marketer/Search Engine Optimization
➢ Small Business Owner/Manager
➢ Other Related E-Commerce Occupations
➢ Office Manager