# Marketing Management Diploma

<table>
<thead>
<tr>
<th>COURSE NUMBER</th>
<th>COURSE TITLE</th>
<th>TOTAL CLOCK HRS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 1303</td>
<td>Intro to Business/Marketing</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1313</td>
<td>Customer Service</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1323</td>
<td>Marketing Fundamentals I</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1333</td>
<td>Marketing Fundamentals II</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1343</td>
<td>Entrepreneurship I</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1353</td>
<td>Entrepreneurship II</td>
<td>60</td>
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<tr>
<td>MKT 1363</td>
<td>Products &amp; Service Sales I</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1373</td>
<td>Products &amp; Service Sales II</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1403</td>
<td>Buying &amp; Merchandising</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1413</td>
<td>Business Management &amp; Supervision I</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1423</td>
<td>Business Management &amp; Supervision II</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1433</td>
<td>Advertising Strategies I</td>
<td>60</td>
</tr>
<tr>
<td>MKT 1443</td>
<td>Advertising Strategies II</td>
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<tr>
<td>MKT 1453</td>
<td>Advanced Entrepreneurship I</td>
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<tr>
<td>MKT 1463</td>
<td>Advanced Entrepreneurship II</td>
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<tr>
<td>MKT 1473</td>
<td>Career Capstone</td>
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</tbody>
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**TOTAL HOURS** 960

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**TCTC Approvals & Accreditations**

The Oklahoma State Board of Career and Technical Education.

Tri County Area Vocational-Technical School was created by the 1966 Legislature and approved by the State Board of Education in 1967.

The United States Office of Education, Vocational Division.

Vocational training is offered in accordance with the standards prescribed by the Federal Vocational Smith-Hughes Act and all subsequent acts.

Tri County Technology Center is approved for Veteran’s Education Benefits, Pell Grants, WIA, and BIA programs.

The Vocational Rehabilitation Division of the State Department of Education.

The Commission of Institutions of Higher Education of the North Central Association of Colleges and Schools.
Program Description

The Tri County Technology Center’s Marketing Management program prepares students for a successful transition into collegiate marketing/business programs by offering progressive, high-quality courses in a student-centered learning environment. Emphasizing the skills, knowledge, attitudes and ethics needed in a challenging and changing 21st century global business environment, this college credit program provides high school students with a competitive advantage over other marketing/business majors.

Career Opportunities

- Business Ownership/Management
- General Marketing & Sales
- Restaurant Marketing
- Food Marketing (Grocery Store)
- Fashion Merchandising
- Apparel & Accessories
- Vehicle Marketing
- Finance & Credit
- Hospitality
- Advertising
- Retailing

Certifications Available

- Brain Bench
- Work Keys

Financial Aid is available
Contact Tami Garcia at (918) 331-3263

Student Organization

- DECA

Helpful Attributes & Abilities

- Suggested grade levels before entering program:
  Math - 8.0, Reading - 9.0
- Positive Attitude

Program Length

Marketing Management Diploma (HS Only) - 960 hours

Schedule

Monday through Friday classes
Half day scheduling available

Who Can Enroll

High School Juniors or Seniors

College Credit

Available through:
- Coffeyville Community College
- Oklahoma Wesleyan University
- Oklahoma State University-IT

Approximate Program Cost

- High School (in district): $0.00/$0.00
  * High School students need to visit with their instructor for any additional expenses not included in the total program cost.
- High School to Adult (in district): $970.00
- High School to Adult (out of district): $1,258.00

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