



# Marketing



**Join a creative, high-demand career field that drives business success – marketing.**

Marketing drives that success by understanding the needs of customers, designing products, crafting and supplying distribution channels, and communicating to audiences. Collin College's Marketing program can help you launch or boost your career in this exciting profession that requires innovation, creativity, and analytical reasoning.

## Careers in Marketing

### Advertising and Promotions Managers

**Avg. Starting Salary: \$65,000**

**Average Salary: \$116,000**

Job Growth: 21.6%

### Marketing Managers

**Avg. Starting Salary: \$80,700**

**Average Salary: \$145,800**

Job Growth: 25%

### Public Relations Specialist

**Avg. Starting Salary: \$39,400**

**Average Salary: \$71,100**

Job Growth: 24.6%

Other career areas related to marketing include advertising, e-commerce, import/export management, intercultural communications, international marketing, retail sales, wholesaling, web design, promotions, and operating your own business.

*Note: Data for Collin County obtained from JobsEQ and O\*Net.*

*Average salary for a related occupation as of 2023 and job growth projected from 2023-2030. Some of the above job titles may require a bachelor's degree.*

*Collin College's associate degree program provides a foundation in the discipline's core concepts and credits that may apply toward a bachelor's degree.*

## About Collin College's Program

Whether you are new to marketing, already employed in a marketing career, or operating your own business, the Marketing program at Collin College incorporates courses that will help you learn at your level. Collin College's Marketing programs also provide outside-the-classroom workforce experiences.

## Choose Your Education

### Associate of Applied Science (60 credit hours)

#### Certificate Level 1 Digital Marketing (18 credit hours)

#### Certificate Level 1 Sales and Marketing (18 credit hours)

All courses taken for marketing certificates also apply to the Associate of Applied Science (AAS) degree. An AAS degree in Marketing from Collin prepares you to enter the job market or pursue a bachelor's degree at most public universities in the state.

## Marketing Program Features

- Courses are taught by instructors with experienced marketing backgrounds
- Updated digital marketing, e-commerce, and social media courses
- Personalized academic and college-to-career advising
- Day, night, online, and express classes are available

## Contact Information

Mark Fischer

Associate Dean of Academic Affairs  
[mfischer@collin.edu](mailto:mfischer@collin.edu) | 972.516.5057



Visit

[www.collin.edu/departments/marketing/index.html](http://www.collin.edu/departments/marketing/index.html)  
or scan the QR code for more information.

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