



# Marketing



**Marketing, when done effectively, is a lot like gravity.** It's a powerful force that most people don't think about, but which can affect their actions in significant ways. Marketing influences the cars we drive, the movies we see, the charities we donate to and countless other decisions that we make every day. If you are creative, analytical and willing to put in the work to make sure your client succeeds, a marketing degree from Collin College can help you wield that power.

## Careers in Marketing

### Public Relations Specialist

Average Salary: \$68,200  
21% growth

### Advertising Sales Agent

Average Salary: \$61,200  
17% growth

### Customer Service Representative

Average Salary: \$37,000  
17% growth

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



## Choose Your Education

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

### Certificate

**Level 1 – Entrepreneurship**  
(18 credit hours)

### Certificate

**Level 1 – Marketing**  
(18 credit hours)

Collin College's marketing certificates can open doors for you in the business world, while laying the groundwork for continued study. 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 pursues a bachelor's degree at most public universities in the state.

## About Collin College's Program

No matter if 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. Whether you plan to start your own business, or work in a retail or wholesale organization, a profit or non-profit organizations, or governmental agency, the Collin College Marketing program can prepare you for your career paths. Entrepreneurship and co-op classes also allow you to take advantage of outside-the-classroom workforce experiences.

### Learn more

<http://www.collin.edu/department/marketing/index.html>

Collin College is an equal opportunity institution and provides educational and employment opportunities without discrimination on the basis of race, color, religion, sex, age, national origin, disability, veteran status or other legally protected class.

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For the latest version, visit <http://www.collin.edu/academics/info/>.

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## Marketing Program Features

- 17 Marketing-specific Courses
- Special Topics and Local Need courses are tailored to the local area
- Classes are available at all Collin College campuses
- Day, night, weekend, online, and express classes are available