The Marketing program at Greenville Technical College provides a solid foundation of skills that can be applied in any business. Students in the program may be right out of high school with a clear career plan, or have years of experience and working toward advancement. Still others may be considering a career change to include philanthropy or self-employment. The program is a member of the National Association of Community College Entrepreneurship (NACCE) and is developing a strong supportive environment for small business owners and aspiring entrepreneurs.

The goals of the students in the program are as diverse as the students themselves. In turn, this diversity broadens the experience of all classroom participants. GTC’s Marketing program is also a good choice for those undecided about his or her professional path as marketing provides a solid business foundation and enhances professional communication skills that are essential to career success. Students work with local businesses and organizations as part of program requirements.

Greenville Technical College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award certificates, diplomas and associate degrees. Contact the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call (404) 679-4500 for questions about the accreditation of Greenville Technical College. This assures transfer destinations and employers of the educational quality a Greenville Tech education represents. GTC’s Marketing program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

**Curriculum Options**

Students who choose the Marketing Program at Greenville Technical College may earn an Associate in Applied Science Degree with a major in Marketing, or a Marketing Communications certificate or a Marketing in the Non-Profit Sector certificate. Courses taken to complete the certificates can be applied toward the associate degree.

**Program Options**

- Marketing Associate Degree
- Marketing Communications Certificate
- Marketing in the Non-Profit Sector Certificate

Greenville Technical College provides equal opportunity and affirmative action in education and employment for all qualified persons regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or veteran status.
Job Outlook/Career Opportunities

Sales and marketing positions are found in every industry. Areas of specialization include advertising/promotion, marketing research, fundraising, merchandising, media sales, customer service and events planning, to name a few.

Education and experience will pay off for those in management positions, as these higher level positions are expected to be the most in demand according to the Bureau of Labor and Statistics, with a projected growth rate of 13% between 2012 to 2022. The “green” arena and social marketing business climate are creating many new opportunities. Digital and social media will continue to provide opportunities for growth and advancement within the profession. Proven marketing strategies will have to adapt to these new platforms, as will those within the profession.

Close to home, the SC Department of Employment and Workforce lists market research analysts, marketing specialists, public relations specialists and sales representatives all among the Hot Jobs in Greenville (August 2013).

What You Will Learn

- Business world applications
- Professional communications
- Sales principles
- Market research
- Promotional strategies
- Networking
- Professional presentations

Additional business elective courses allow students to customize their learning focus around their personal career interests.

Visit www.gvtec.edu/gainful-employment/ for important information about the educational debt, earnings, and graduation rates of students who attended this program.