The jobs of today require highly skilled technicians. Gain the knowledge and hands-on experience that will make you employable in these rewarding careers.

The Marketing Management program at Mott Community College prepares students for both the Associate of Applied Science Degree and Certificate of Achievement.

The Marketing Management program is designed to provide opportunities for careers in the distribution of goods and/or services. Marketing is a major business function with job opportunities such as retailing, direct sales, advertising, customer service and physical distribution. Students who select this program will find opportunities in advertising, marketing, sales, as management trainees or related management positions. With additional experience, training and proven capabilities, there are advancement opportunities to store manager, sales manager, ad display manager and/or business owner.
ESSENTIAL ELEMENTS

In addition to the 5-year plan of study, these POS Essential Elements are integral to the student’s educational development.

- Career and Technical Student Organization (CTSO)
- Community Service
- Educational Development Plan (EDP)
- Work-Based Learning (WBL)

What is an Early Middle College?

The Genesee County Career and Technical Education Early Middle College (GC CTE EMC) is a unique opportunity for students to explore and earn an associate’s degree, credential or transferable credit in a CTE Career Pathway while in high school.

Students will begin blending their high school course work with college level coursework in 11th grade, adding additional college courses in 12th grade and complete a full schedule of college coursework in a 13th year.

What is the MEMCA Certificate?

The Michigan Early Middle College Association (MEMCA) Certificate recognizes early middle college students who successfully complete a minimum of 15 college credit hours. The student must also complete 100 hours of verified community service, a minimum of 40 hours of internship, job shadowing, or clinical experience, or 70 hours of combined community service and verified career exploration.

SEQUENCE OF COURSES

The grades 9-13 sequence of courses includes the Michigan Merit Curriculum Requirements and the required college course work for the listed credentials. See Sequence of Course legend below.

1Students must place into these courses through a placement test. If a student does not place into these classes, the sequence of courses will be modified for the student’s individual plan of study.

*Michigan Merit Curriculum: These requirements can be met by successfully completing the first course in the same box. This option will vary by district; please discuss with your local counselor.

**Students will enroll in this college course.

***Students receive free college credit for this course by successfully completing the first course listed in the box.

<table>
<thead>
<tr>
<th>9TH GRADE SEQUENCE OF COURSES</th>
<th>10TH GRADE SEQUENCE OF COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Semester</strong></td>
<td><strong>2nd Semester</strong></td>
</tr>
<tr>
<td>English 9</td>
<td>English 9</td>
</tr>
<tr>
<td>Math</td>
<td>Math</td>
</tr>
<tr>
<td>Science</td>
<td>Science</td>
</tr>
<tr>
<td>Social Studies</td>
<td>Social Studies</td>
</tr>
<tr>
<td>Foreign Language</td>
<td>Foreign Language</td>
</tr>
<tr>
<td>Band/Choir/Fine Arts/VPAA</td>
<td>Band/Choir/Fine Arts/VPAA</td>
</tr>
</tbody>
</table>
### 11TH GRADE SEQUENCE OF COURSES

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
</table>
| CTE Marketing  
2nd Year Foreign Language, 3rd Year Science & VPAA * | CTE Marketing  
BUSN 104 Introduction to Business ***  
2nd Year Foreign Language, 3rd Year Science & VPAA * |
| ENGL 101 English Composition I **  
English 11  
| MGMT 181 Principles Of Management **  
| MATH 120 Intermediate Algebra **  
Algebra II  
| PHIL 295 Ethics **  
| Government | Elective  
| Band/Choir/Fine Arts or Elective | Band/Choir/Fine Arts or Elective |

### 12TH GRADE SEQUENCE OF COURSES

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
</table>
| CTE Marketing Advanced Studies  
2nd Year Foreign Language, 3rd Year Science & VPAA * | CTE Marketing Advanced Studies  
BUSN 108 Business Sales ***  
2nd Year Foreign Language, 3rd Year Science & VPAA * |
| MKTG 150 Principles of Marketing **  
| BUSN 106 Business Math **  
| ENGL 102 English Composition II **  
English 12  
| MKTG 257 Consumer Behavior **  
| Band/Choir/Fine Arts or Elective | Band/Choir/Fine Arts or Elective |

### 13TH GRADE SEQUENCE OF COURSES

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 131 Fundamentals of Public Speaking **</td>
<td>MGMT 183 Small Business Management **</td>
</tr>
<tr>
<td>MKTG 153 Sales Promotion Methods **</td>
<td>MKTG 251 Management of Marketing Techniques **</td>
</tr>
<tr>
<td>BUSN 294 Business Capstone **</td>
<td>MGMT 185 Retail Management **</td>
</tr>
</tbody>
</table>
| ECON 221 Principles of Economics (Macro) **  
Economics 1 | ACCT 101 Applied Accounting **  
Final Year Math/4th Math Related * |

This Program of Study is a guide; an individual sequence of courses will be developed for each student and is subject to change by student readiness, course availability and local school district policy.

### HOW TO ENROLL

See your high school counselor to apply to the Genesee County Career Technical Education Early Middle College. The application, along with additional information about the program, is also available at [www.gccteemc.org](http://www.gccteemc.org).

### DEGREE/CERTIFICATION

Marketing Management, A.A.S.  
Mott Community College Certificate of Achievement in Marketing Management

### WAGES AND EMPLOYMENT TRENDS

**Median National Wages 2018**  
$64.56 hourly, $134,290 annual  
(with Bachelor’s Degree)

**Median State Wages 2018**  
$61.46 hourly, $127,830 annual  
(with Bachelor’s Degree)

**National Employment 2018**  
259,000 employees

**Projected National Growth 2018-2028 7%-10%**

**Projected National Openings 2018-2028 26,000 employees**

The Genesee County Career Technical Education Early Middle College is available to Genesee County high school students through a partnership of Genesee County public school districts and the Genesee Intermediate School District (GISD).

Students accepted into the Genesee County Career Technical Education Early Middle College program will remain students of their high school and may attend courses at Baker College, Genesee Career Institute, and Mott Community College to complete requirements in their Program of Study.

For more information contact:
Genesee County Career Technical Education
Early Middle College Coordinator

Phone: (810) 591-3288
Email: gc-cte-emc@geneseeisd.org
Website: www.gccteemc.org

The Genesee Intermediate School District (GISD) does not discriminate on the basis of race, color, religion, national origin, sex, disability, age, height, weight, marital status, genetic information, or any other legally protected characteristic, in its programs and activities, including hiring, promotion and retention. The person designated to handle inquiries regarding the nondiscrimination policies of GISD or to address any complaint of discrimination is Jeffrey Adams, Executive Director of Human Resources and Title IX Coordinator, Human Resources and Operations, 2413 West Maple Avenue, Flint, Michigan 48507-3493.