



# CAREER EDUCATION

Your path to employment

## MANAGEMENT

(CAREER PATHWAY CHECKLIST –High School & New Students)



## ABOUT THE JOB

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers.

## SAMPLE OF JOB TITLES

Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

## EDUCATION

- \*56% of respondents had a Bachelor’s degree
- \*24% of respondents had an Associate’s degree
- \*11% of respondents had Some college, or no degree

## WAGE & EMPLOYMENT TRENDS

**Median wages** (2017) \$63.57 hourly, \$132,230 annual  
**Employment** (2016) 218,000 employees  
**Projected growth** (2016-2026) Average (10% to 14%)  
**Projected job openings** (2016-2026) 21,300

## WORK CONTEXT

**Telephone** — 92% responded “Every day.”  
**Face-to-Face Discussions** — 79% responded “Every day.”  
**Work With Work Group or Team** — 70% responded “Extremely important.”

all information pulled from O\*net Online [www.onetonline.org](http://www.onetonline.org) \*O\*NET database, containing hundreds of standardized and occupation-specific descriptors on almost 1,000 occupations covering the entire U.S. economy. The database, which is available to the public at no cost, is continually updated from input by a broad range of workers in each occupation. [WWW.SalarySurfer.CCCCO.edu](http://WWW.SalarySurfer.CCCCO.edu) - provides an estimate on potential wages to be earned after receiving a certificate or degree. / [www.CACareerCafe.com](http://www.CACareerCafe.com) is a Virtual Career Center open 24/7 bringing you insights and tools for success

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Certificate, Degree: Total 25-28 units

FALL SEMESTER 1	CHECK	SPRING SEMESTER 2	CHECK
<b>BUSAD 101</b> Introduction to Business 3.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>	<b>BUSAD 110</b> Human Relations in Business 3.0 Units, Transfer, CSU	<input type="checkbox"/>
FALL SEMESTER 3		SPRING SEMESTER 4	
<b>BUSAD 141</b> Introduction to Management 3.0 Units, Transfer, CSU	<input type="checkbox"/>	<b>SPCH 101</b> Public Speaking 3.0 Units, Transfer, CSU	<input type="checkbox"/>
FALL SEMESTER 5		SPRING SEMESTER 6	
* <b>BUSAD 106</b> Written Business Communications 3.0 Units, Transfer, CSU  * <b>Note:</b> The class may not be available at the High School campus. Student may take the class at the GCC campus. Meet with your counselor and ask about <a href="#">Jump Start at GCC</a>	<input type="checkbox"/>	* <b>CS/IS 101</b> Introduction to Computer and Information Systems 3.0 Units, Transfer, CSU, UC, USC  ** <b>Note:</b> The class may not be available at the High School campus. Student may take the class at the GCC campus. Meet with your counselor and ask about <a href="#">Jump Start at GCC</a>	<input type="checkbox"/>
College Courses at GCC			
FALL SEMESTER 1		SPRING SEMESTER 2	
<b>ACCTG 101</b> Financial Accounting 3.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>	<b>ACCTG 102 Managerial Accounting</b> 5.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>
	<input type="checkbox"/>	<b>BUSAD 120</b> Business Law I 3.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>
Congrats! Complete the <a href="#">Petition for Certificate Form</a> and submit form to the Admissions and Records Office			<input type="checkbox"/>

**GRADUATION REQUIREMENTS** The requirement for the Associate in Arts/Science degree may be met by completing a Major with a minimum of 18 semester units + GENERAL EDUCATION (GE). A total 60 unit is a requirement for the Associate Degree. **SEE A COUNSELOR TO PREPARE A STUDENT EDUCATIONAL PLAN**

