



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](#) *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](#) - provides an estimate on potential wages to be earned after receiving a certificate or degree. / [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
BUSAD 101 Introduction to Business 3.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>	BUSAD 110 Human Relations in Business 3.0 Units, Transfer, CSU	<input type="checkbox"/>
FALL SEMESTER 3		SPRING SEMESTER 4	
BUSAD 141 Introduction to Management 3.0 Units, Transfer, CSU	<input type="checkbox"/>	SPCH 101 Public Speaking 3.0 Units, Transfer, CSU	<input type="checkbox"/>
FALL SEMESTER 5		SPRING SEMESTER 6	
* BUSAD 106 Written Business Communications 3.0 Units, Transfer, CSU * Note: 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 Jump Start at GCC	<input type="checkbox"/>	* CS/IS 101 Introduction to Computer and Information Systems 5.0 Units, Transfer, CSU, UC, USC ** Note: 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 Jump Start at GCC	<input type="checkbox"/>
College Courses at GCC			
FALL SEMESTER 1		SPRING SEMESTER 2	
ACCTG 101 Financial Accounting 5.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>	ACCTG 102 Managerial Accounting 5.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>
	<input type="checkbox"/>	BUSAD 120 Business Law I 3.0 Units, Transfer, CSU, UC, USC	<input type="checkbox"/>
Congrats! Complete the Petition for Certificate Form 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**