



# MARKETING

## TN TRANSFER PATHWAY



Gain an understanding of social media, advertising, public relations, corporate communications, and sales promotions.



A Marketing Manager can make more than \$100k annually.  
*(Occupational Outlook Handbook)*



Motlow's Marketing degree is a Tennessee Transfer Pathway (TTP).

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Marketers can make an annual salary between \$25k and \$108k per year.

*(Occupational Outlook Handbook)*

## MARKETING

Modern marketing is about understanding your customer needs and building a long-term relationship. Marketing builds brands through creating great experiences with the product. If you put your customer needs first, you have an opportunity to create a winning brand.

The Associate of Science (A.S.) degree in Marketing at Motlow State Community College prepares you for transfer to a university through the Tennessee Transfer Pathway (TTP). The A.S. degree in Marketing is designed to provide a solid foundation in business principles and practices.

Digital marketers are characterized by their passion for and knowledge of anything technology-related, from new apps to social media platforms and everything in between. As a digital marketer, your job is to create fun and interesting campaigns for your clients using all of those trending digital platforms, most often with the end goal of attracting more customers.

Media specialists, also called public relations specialists, are in charge of selling companies or clients to the media. Help write press releases, talk to the media and manage a clients' public image in a variety of other ways.

Market researchers' jobs are a little different than typical marketing careers. Instead of helping a company or client market a product or service, they actually perform research to see what products people want. Market research analysts work with businesses to discover what types of products are in demand and who to sell them to.

### Career Opportunities:

- Marketing Assistant (\$25-45k/year)
- Marketing Coordinator (\$30-52k/year)
- Public Relations Specialist (\$40-60k/year)
- Marketing Manager (\$108k/year)

*(Occupational Outlook Handbook)*

### Practical Experience:

- Accounting & Finance
- Marketing
- Information Systems
- Project Management
- Leadership
- Economics

