

MARKETING

<http://www.sbcs.edu.tt/departments/CCPP.html>

<http://www.sbcs.edu.tt/departments/UOL.html>

<http://www.sbcs.edu.tt/departments/CEC.html>

In today's extraordinarily competitive environment, organizations seek out and generously reward those individuals who are able to guide them in the development and marketing of their products and/or services. An organization might possess a better product than its competitors but may not reap the rewards if they fail to market it effectively. Marketing professionals play a role inter alia in pricing, promotion, packaging, and distribution of the product and/or service.

The marketing profession requires one to be a good team leader who understands people. It demands a creative and innovative mind to develop new concepts. Equally important is the ability to communicate such ideas effectively to produce successful marketing campaigns.

A career in Marketing can be both financially and personally rewarding. At SBCS we offer programmes suited to CAPE/A'Level graduates.

If you possess a high level of creativity with a talent for coordinating events and a natural understanding of people then Marketing may be the field for you to pursue. SBCS can help you achieve this through our portfolio of marketing programmes.

Typical job options/career paths:

Account Coordinator, Account Executive, Account Planner, Advertising Executive, Advertising Manager, Advertising Sales Director, Brand Manager, Market Analyst, Market Researcher, Marketing Associate, Media Relations Officer, Product Development Manager, Product Manager, Promotions Assistant, Promotions Director, Public Relations Consultant, Public Relations Coordinator, Public Relations Officer.

Students with CXC/O'Levels as their highest qualification can begin with the ABE Business Management programme at the Certificate level. All levels of the ABE programme can be completed in approximately 2 ½ years.

Students with CAPE/A'Levels as their highest qualification have 3 options from which a career in marketing can be pursued:

- Students can begin with the ABE Business Management programme at the Diploma 1 level. Students who enter at the Diploma 1 level can complete all levels of the ABE programme in approximately 2 years.
- Students can begin with the CIM programme at the Certificate level. Students who enter at the Certificate level can complete all levels of the CIM programme in approximately 3 years.
- Students can begin with the University of London BSc (Hons) in Business Administration programme (with a specialism in Marketing) which can be completed in approximately 3 years.

In January 2010 SBCS will offer a BA Hons in Marketing, via the ABE route, from the University of Sunderland. This means that current ABE students will have a choice of studying for an honours degree in: Business Management, Human Resource Management or Marketing.

Further study at the Master’s and Doctoral levels is available to students who want to advance their education and broaden their skill set.

MARKETING CAREER PATHWAY @ SBCS

