

MARKETING



Sales, Distribution and Marketing Operations
 Course offerings include: Introduction to Marketing, Marketing I and Marketing II/Job Training (SLE).

Program Profile

School:	School of Business, Technology, Marketing and Finance (BTMF)
Industry Certifications/Credentials Available:	NOCTI Fundamentals of Marketing Assessment (A*S*K Fundamental Marketing Concepts)
Applicable Career Paths:	Marketing
Career and Technical Student Organization:	FBLA and DECA
Advisory Board Members:	PriceWaterhouseCoopers, NJFCU, Berkeley College, William Paterson University Small Business Development Center, PCCC, National Park Service, Paterson Alliance, Calvary Baptist Church, Tri County Chamber of Commerce, Junior Achievement, Montclair State University, Lincoln Tech, Marriott, St. Joseph's Healthcare System
Program Highlights:	Job Training at places such as Toys R Us, Burlington Coat Factory, Kmart, Planet 301, Rivera Income Tax, Shop Rite, PEA, McDonald's, Lids, and HomeGoods Bright Knight Café project, which services BTMF student needs, healthy options and a wealth of marketing research data

What Students Are Saying

"I learned interviewing skills, how to set goals, how to be patient, be mature...and how to juggle a job and school."

"I learned a lot about customer service at my job. I also learned about dealing with money and being faster doing calculations."

"I have learned that being responsible for your actions is a big part of being on your own."