

# Management Development



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**DEL MAR COLLEGE**

## Management Development: Marketing Specialization

Management Development programs incorporate education and training to prepare individuals for career paths with businesses, non-profit organizations, governmental agencies, and academic institutions.

The Associate in Applied Science - Marketing Specialization prepares an individual for a wide variety of positions in sales and marketing functions such as:

- Promotion -- including selling, advertising, publicity and public relations, and sales promotion
- Distribution -- in manufacturing, service, nonprofit, wholesale, or retail channels
- Marketing Strategy -- including the design and execution of strategy for clients
- Pricing
- Product development

The Certificate in Professional Sales provides targeted training for individuals desiring to enter a sales career or to enhance their job skills. This program may be credited toward the Associate in Applied Science - Marketing Specialization degree.

The Certificate in Real Estate Sales and Marketing offers college-level professional education in the field of real estate. The program qualifies graduates for immediate employment in the real estate field and satisfies the State of Texas licensing requirements. Courses also help individuals who want to know more about buying and selling homes. Real estate constitutes one of the largest investments an individual makes in today's economy.

Formal articulation and transfer agreements have been established, allowing students to pursue a Bachelor of Arts in Applied Arts and Sciences degree at specific four-year universities, including Texas A&M University-Kingsville.

### Practicum

An important component of the Management Development program is an external learning experience established in collaboration with community organizations and businesses. The practicum provides general training and experiences in the workplace. As a student in the program, you will attend a weekly seminar on the Del Mar College campus and concurrently work on marketing assignments at a worksite under supervision of the employer.

The provisions and information set forth in this statement are intended to be informational and not contractual in nature and are subject to modification without notice, by the Administration or the Board of Regents. For additional explanation refer to the Disclaimer in the College Catalog. Del Mar College does not discriminate on the basis of race, color, sex, age, national origin, religion, disability, or any other constitutionally or statutorily impermissible reason.

## ASSOCIATE IN APPLIED SCIENCE DEGREE: MANAGEMENT DEVELOPMENT Marketing Specialization (Suggested Occupational Plan)

FIRST SEMESTER		SEMESTER HOURS
<b>ENGL 1301.</b>	<b>Composition I</b>	<b>3</b>
BMGT 1303.	Principles of Management	3
MRKG 1311.	Principles of Marketing	3
ACNT 1303.	Introduction to Accounting I	3
ITSC 1309.	Integrated Software Applications I	3
SECOND SEMESTER		
<b>ENGL 1302.</b>	<b>Composition II</b>	<b>3</b>
<b>SPCH 1315.</b>	<b>Fundamentals of Public Speaking OR</b>	
<b>SPCH 1321.</b>	<b>Business and Professional Communication</b>	<b>3</b>
MRKG 2333.	Principles of Selling	3
HRPO 1311.	Human Relations	3
	<b>Humanities/Visual or Performing Arts Elective</b>	<b>3</b>
THIRD SEMESTER		
	<b>Mathematics/Natural Science Elective</b>	<b>3-4</b>
POFT 1321.	Business Math	3
FOURTH SEMESTER		
HRPO 2301.	Human Resources Management	3
MRKG 2349.	Advertising and Sales Promotion	3
MRKG 2348.	Marketing Research and Strategies	3
MRKG 1266.	Practicum-Marketing/Marketing Management, General	2
BMGT 1174.	Seminar	1
FIFTH SEMESTER		
<b>ECON 2301.</b>	<b>Principles of Macroeconomics</b>	<b>3</b>
MRKG 1302.	Principles of Retailing	3
BMGT 2309.	Leadership (Capstone)	3
BMGT 1301.	Supervision	3
BMGT 2268.	Practicum-Business Administration and Management, General	2

**Total Semester Hours for Associate Degree 62-63**

Courses in **bold type** meet General Education requirements for Del Mar College Associate in Applied Science degrees.

### For More Information

Department of Business Administration  
 Del Mar College  
 101 Baldwin Blvd.  
 Corpus Christi, TX 78404-3897  
 (361) 698-1372  
 www.delmar.edu

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## Admissions

Del Mar College maintains an “open door” admissions policy. In order to gain admission to the College and prior to registration, students must complete an Admissions File to include:

- Application for Admission
- Official high school transcript or GED test scores and/or official college transcript(s)
- Placement test scores
- Proof of Texas residency for the previous 12 months to qualify for in-state tuition

Contact the Admission Office in the Harvin Student Center (East Campus) or the Administration Building (West Campus) for information related to admission to the College.

## Financial Aid/Scholarships

Financial Aid Services assists students who need financial resources to help pay their College costs. Financial Aid Services provides information on grants, loans, or employment for students with a demonstrated financial need. Many scholarships are also available for students and are awarded based on academic achievement and/or financial need.

More than 5,000 Del Mar students are eligible to receive financial aid each year. Full- or part-time students may apply for need-based financial aid programs or scholarships. The only way for students to determine their eligibility is to apply for financial aid. The best, easiest, and quickest way to apply for aid is by completing the Free Application for Federal Student Aid (FAFSA), which is available online at [www.fafsa.ed.gov](http://www.fafsa.ed.gov). Results may be available in 7-10 days. The FAFSA application itself may be mailed; however, this process may take anywhere from 4-6 weeks. The Title IV school code for Del Mar College is 003563. Please note that you must provide the previous year’s income tax information regardless of the application process you choose to employ. (Dependent students **must** provide their parents’ tax information as well.)

Contact Financial Aid Services in the Harvin Student Center (East Campus) or the Coleman Center (West Campus) for further information related to need-based financial assistance or academic achievement-based scholarships.

## Success Initiative

Del Mar College actively supports the Texas “Success Initiative.” Assessment is required to identify the readiness of entering students to enroll in academic coursework. For students needing skill improvement, the College provides developmental courses at a variety of levels to accommodate students’ individual needs. All students may take advantage of New Student Orientation, Freshman Seminar, learning labs, tutoring services, counseling, advising, and PLATO software to supplement their coursework and to meet their education goals.

## Student Services

Del Mar College is dedicated to making education as accessible as possible. For that reason, a comprehensive network of student services is available to all students. More information about each of these services is available through the College Catalog or in the Harvin Student Center on the East Campus or the Coleman Center on the West Campus.

## Student Services

## Phone Number

Admission/Records/Registration/Graduation .....	698-1255
Financial Aid Services .....	698-1293
Counseling/Career Exploration .....	698-1290
Career Job Placement.....	698-1970
Special Services/students with disabilities .....	698-1298
Student Activities/orientation/clubs .....	698-1279
Testing .....	698-1645
Tutoring .....	698-2347