
Career-Technical Scholarship

For graduates of schools having an Articulated Training Agreement with Pearl River Community College, full tuition and half tuition scholarships will be awarded to entering career-technical freshmen who meet the following qualifications:

- High school diploma
- Completed a two-year career-technical program in high school
- Enroll full time (within a year after high school graduation) in a career-technical program at PRCC
- Full tuition scholarships require overall "B" average or above in high school
- Half tuition scholarships require overall "C" average in academic courses with an "A" average in career-technical program courses in high school

Requirements for Admission

- Official copy of high school transcript or official copy of GED scores
- Completed application of admission (also available online at www.prc.edu)
- College/University transcript (if applicable)
- Official copy of ACT scores

Submit the above documents to:

Office of Admissions
Pearl River Community College
101 Highway 11 North
Poplarville, MS 39470

Why College?

Research shows that education pays. Students who complete associate degrees and certificates are more likely to move into professional positions with higher earnings. Students with a solid education beyond high school can expect to earn an average of \$250,000 more than people with only a high school diploma.

General Information?

Pearl River Community College
101 Highway 11 North
Poplarville, MS 39470

Main Number	601-403-1000
Career-Technical Affairs	601-403-1101
Admissions Office	601-403-1214
Financial Aid Office	601-403-1089
Counseling Center	601-403-1250
ACT or GED Test	601-403-1250
Distance Learning	601-403-1110

Check us out on the net
www.prc.edu



Pearl River Community College offers equal education and employment opportunities. We do not discriminate on the basis of race, religion, color, sex, age, national origin, veteran status, or disability.

Any person needing to request accommodations, special assistance, or alternate format publication, please contact the ADA Coordinator's office at 601-403-1260.

PRCC reserves the right to alter or change any statement contained herein without prior notice.

Brochure revised: December 20, 2009

Business Marketing Management Technology

Poplarville Campus

Associate of Applied Science



Where your future begins

About the Program

Have you ever thought about owning your own business? Would you like to be a fashion buyer, an advertising executive, a visual merchandiser, or a human resource manager? These are just a few areas of study you will be introduced to in the Business Marketing and Management Technology at Pearl River Community College. The program is a two-year course of study designed to provide specialized occupational instruction in all aspects of the marketing and management industry.

Students in the program participate in "hands on" activities created to prepare them for careers as managers or supervisors in the marketing field.

The Associate of Applied Science Degree will be awarded upon successful completion of the Business Marketing & Management Technology curriculum.

Career Outlook

According to the U.S. Department of Labor, 2007 Occupational Outlook Handbook, employment in areas such as advertising, sales, public relations, marketing and sales managers is expected to "grow faster than the average" for all occupations through the year 2014.



BUSINESS MARKETING MANAGEMENT TECHNOLOGY

Associate of Applied Science Degree

GENERAL EDUCATION CORE REQUIREMENTS:

English Composition I	3
Mathematics/Science Elective	3
Oral Communication Elective.....	3
Humanities/Fine Arts Elective.....	3
Social/Behavioral Science Elective.....	3
Computer Related Elective	3
Legal Environment of Business	3
Principles of Accounting.....	3
Principles of Economics.....	3
Business Communications.....	3
Total.....	30

MAJOR COURSE REQUIREMENTS:

MMT 1113 Marketing.....	3
MMT 1313 Salesmanship	3
MMT 1323 Advertising.....	3
MMT 1413 Merchandising Math	3
MMT 1713 Marketing Seminar.....	3
MMT 1123 Marketing II.....	3
MMT 2213 Management.....	3
MMT 2233 Human Resource Management.....	3
MMT 2333 E-Commerce Marketing.....	3
MMT 2423 Retail Management.....	3
MMT 2513 Entrepreneurship	3
MMT 2523 Event Marketing.....	3
Total.....	36
TOTAL CREDIT	66



For Program Information

Call or write:

Delana Foster, Instructor
(601) 403-1118

dfoster@prcc.edu

Carol Williams, Instructor
(601) 403-1117

cwilliams@prcc.edu

Business Marketing &
Management Technology
Pearl River Community College

101 Highway 11 North

Poplarville, MS 39470

or

Career-Technical Education
Pearl River Community College

101 Highway 11 North

Poplarville, MS 39470

(601) 403-1101

or

visit our website at

www.prcc.edu