BENEFITS OF STUDYING MARKETING

WAGES AND BENEFITS:
Marketing skills are useful in many job settings: retail, wholesale, manufacturing, social services, government, agriculture, and education.

Compensation packages and career opportunities vary widely based on the type and size of the organization, the nature of the position, and the level of the position within the organization. Some marketing jobs include performance-based compensation.

RECOMMENDED SEQUENCE OF STUDY FOR A.S. DEGREE:
This sequence may require adjustment if students need to fulfill basic prerequisites, and/or if classes are offered only one semester per year. General Education and competency requirements must also be integrated into this sequence of study.

### Freshman Year
**First Semester**
- BUS 35, BUS 64 (Fall semester only)
- BUS 20, 6 units of GE Math
- English recommended

**Second Semester**
- BUS 8, ECON 25
- BUS 50 (Spring semester only)
- 6 units of GE or Elective courses

### Sophomore Year
**Third Semester**
- ACCT 20, BCIS 80, BUS 60
- 6 units of GE

**Fourth Semester**
- BUS 68, CMST2, BUS 44
- 6 units of GE or Elective courses

Frequently asked questions:
- **What types of work do marketers do?**
  Marketers work in fields such as Advertising/Public Relations, Personal Selling, Marketing Research, Product Management, and Retailing (including E-Commerce). Entry-level positions are often in sales and customer service.

- **What types of companies do marketers work for?**
  Marketers work with organizations of all types and sizes, both for- and not-for-profit.

- **Will my business courses transfer to Chico State or other CSU/UC schools?**
  YES

- **How much do marketers make?**
  Marketers’ compensation depends upon the type of marketing position – and upon industry, geographic region, education and experience.

Contact Butte College and get in the program. Apply today!

Contact the following departments:
- Business Education: 530-895-2371
- Admissions: 530-895-2361
- Counseling/Advising: 530-895-2378
- http://www.buttecollege.com