

Marketing, Management and Entrepreneurial Principles PSAV*

2016-2017



ManateeTech.edu



Program Content:	The purpose of this program is to prepare students for employment or advanced training in marketing management. The content includes, but is not limited to, selling techniques, employability skills; event planning and execution; public relations and publicity; and licensing, sponsorship, and endorsements. This program is designed to prepare students for employment in marketing occupations. In the Marketing Program students learn about retail and wholesale sales, warehousing & distribution, purchasing/buying, advertising, mass media, social media & public relations, banking and hospitality & tourism. The Entrepreneurship program prepares students to open face – to – face or Internet-based businesses. Students are given the skills required to realistically evaluate their potential as a business owner, and develop the fundamental knowledge necessary to start and operate a successful new business.
Length of Program:	600 hours - approximately six months full-time to complete.
Class Hours:	Full-time: 7:45 a.m. – 2:15 p.m., Monday - Friday
Admission Dates:	August 8, 2016 Deadline June 16, 2016 or when classes fill January 24, 2017 Deadline December 9, 2016 or when classes fill Students are accepted on a first-come, first-served basis.
Evening Class:	Please call 941-751-7900 ext. 1029 or 1030 to be added on the evening list. Once there are enough students to start the program, you will be contacted.
Grad Requirements:	Complete all of the program competencies and projects. Score on the T.A.B.E. exam: Reading 9, Math 9, Language 9
Industry Certification:	Microsoft Office Specialist (MOS) Bundle Certif. (Word, Excel, PowerPoint and either Access or Outlook)A.S.K. (Assessment of Skills and Knowledge for Business) Certification
College Credit:	Up to Up to 9 college credits towards AS degree in Business Administration/ Management at SCF or up to 3 credits towards AAS/AS degree in Office Administration at FL public colleges
Employment Potential:	Graduates of the program are qualified to work as Marketing Assistant, Sales Customer Service, and Entrepreneur. Starting salary ranges are approximately \$10.00 - \$16.00 per hour.
For More Info:	(941) 751-7900, ext. 1033 email: parrishm@manateeschools.net
To Apply:	Go to www.ManateeTech.edu . On the bottom of the home page, click “Apply Now” for a list of instructions.
Tuition & Fees:	See reverse side.

*Eligible for high school dual enrollment. See High School Career Dual Enrollment Admissions Packet.

Marketing, Management and Entrepreneurial Principles PSAV - 600 Hours					
Program # M200500			CIP # 0252140104		
Course	Hours	Tuition	Lab	Total	
Salesperson, Retail	OCP A- MKA0432	300	\$876.00	\$105.00	\$981.00
Marketing Managers	OCP B- MKA0010	150	\$438.00	\$52.50	\$490.50
(Entrepreneur) General Manager	OCP C- MKA0091	150	\$438.00	\$52.50	\$490.50
<i>Total Tuition & Lab</i>					\$1,962.00
Additional Fees Due at Time of Registration					
Microsoft Office Specialist (MOS) Bundle Certif. (Word, Excel, PowerPoint and either Access or Outlook)A.S.K. (Assessment of Skills and Knowledge for Business) Certification					\$100.00
Assessment of Skills and Knowledge for Business (A.S.K.) Certification					\$45.00
Uniform Shirts (2) + ID *					\$60.00
Application Fee					\$40.00
Health and Safety (<i>annual</i>)					\$14.00
Career and Technical Student Organization Leadership Fee (<i>optional</i>)					\$30.00
Parking (<i>annual</i>)					\$20.00
Textbook Estimate**					
<i>Total Tuition, Lab & Fees Estimate</i>					\$2,271.00

OCP = Occupational Completion Point

**Current book list and prices: <http://manateetech.edu/current-students/bookstore/>

*/**Prices are subject to change without notice

Tuition based on \$2.92 per hour, Florida resident

Tuition for non-Florida Resident = \$11.71 per hour

No employee, student, applicant for admission or applicant for employment, volunteer, vendor, or member of the public, shall, on the basis of race, color, national origin, sex, gender orientation, disability, marital status, age, religion, or any other basis prohibited by law, be excluded from participation in, be denied the benefits of or be subjected to discrimination or harassment under any educational programs, activities, services, or in any employment conditions, policies or practices conducted by the School District of Manatee County.