

BUSINESS MARKETING FOUNDATIONS OF MARKETING SPECIALTY, OCCUPATIONAL CERTIFICATE



Program Information

The business environment is constantly changing; therefore, effective and efficient management requires learning and applying the latest techniques in management to advance your career and become a more valuable manager in the organization. As a graduate of the San Jacinto College Business Management program, you will be prepared to assume first-line supervisory positions in business organizations of every type. You will also be on a career track to higher levels of management as your experience grows in applying the concepts and techniques learned at San Jacinto College.

The San Jacinto College Business Management program:

- Helps students develop leadership and management skills by providing a basis in analysis and problem solving and an understanding of managing human behavior and resources; and
- Places an emphasis on planning, organizing, staffing, and leading through effective communication techniques for roles in purchasing, production control, and marketing.

Course topics may include:

- Marketing
- Management
- Leadership
- Purchasing
- Selling
- Human Relations
- Human Resources
- Problem Solving
- Decision-Making

Career Opportunities

Graduates of this program are prepared to assume first-line supervisory positions in business organizations of every type including:

- Retail
- Wholesale
- Manufacturing

- Materials management
- Distribution
- Governmental agencies
- Nonprofits

Earning Potential

Earning potential varies based on industry. This is just an example of one industry's earning potential.

First-Line Supervisor in Retail Sales median salary: \$47,840 per year¹

¹ Source: texaswages.com (<http://texaswages.com>), median salary Gulf Coast region, 2019

For more information, students may contact Central, 281-476-1841; North, 281-998-6150, x7765; and South, 281-929-4603.

Campuses

Central Campus
North Campus
South Campus