

West Georgia Technical College

Entrepreneurship & Marketing

18
DE Credits
(out of 30 max)

Length: 2 semesters

Certificates Earned: Entrepreneurship (EN11), Marketing Specialist (MS21)

Program Description: The Entrepreneurship and Marketing Pathway will introduce students to topics, strategies, and skills needed for employment in a variety of marketing and management fields. Emphasis is placed on core marketing functions, such as product promotion, selling, business regulations, and small business management.

Program Courses:

Course Name	Course Number	College Credit	High School Credit
Principles of Marketing	MKTG 1100*	3	1
Business Regulations & Compliance	MKTG 1130	3	1
Small Business Management	MKTG 2010	3	1
Entrepreneurship	MKTG 2210	6	2
Integrated Marketing Communications	MKTG 1190*	3	1
Total Number of Credits		18	6

*Students who have completed all 3 high school Marketing Pathway courses may receive articulated credit for MKTG 1100 & MKTG 1190.

Career Opportunities: Graduates are employable in marketing, retail, or management roles in a variety of business and industry areas.

Advanced Coursework: In addition, students can earn the **Small Business Manager** (SB51) certificate by adding MKTG 1160 Professional Selling.

Transportation: This program meets Monday – Thursday only. Students must have personal transportation available to enroll in this program, as the Douglas County buses cannot accommodate this schedule.

If you have any questions about the West Georgia Technical College Programs, please contact
DualEnroll@westgatech.edu