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Marketing Management



Description

Referred to as an intense “four-semester business boot camp,” graduates of the program are fully prepared for a wide range of business employment opportunities. Many students take advantage of this program to launch a new business. In just a few years, the program has spawned 20+ new student-driven businesses. One of the biggest reasons the program has had success helping students achieve such a wide range of goals is because each student can pursue his or her specific career ambition.

The program offers a wide range of business courses including marketing, advertising, management, financial analysis, management, accounting, and business plan development. This intense classroom study is supplemented with real-world projects for companies in the community and then applied with a semester-long internship of the student’s chosen discipline. According to Program Chair Rob Walker, “These projects give our students an insight into the real world. More importantly, it gives them confidence that they have the skills to interact with business owners. It is really about building their confidence. The response from the local business owners has been very positive.”

Mission

To prepare business students for a successful entrance into the world of business as a well-rounded employee or owner of a new business.

Why This Program

Entrepreneurs are thriving in the CWI Marketing Management program. With a foundation rooted in real-world experience, it has become a tremendous training ground for students interested in small business

ventures. The fit has been so good, in fact, the program has seen over 20 students successfully start their own small business. “The program really is ideal for someone with entrepreneurial goals,” says Marketing Management Program Chair, Rob Walker. “It gives them the business basics and tools to be successful.” These business ventures have spanned a wide variety of concepts from woodworking to hunting guide services, and mobile oil changes. Walker believes the success his students are having has been significantly impacted by the breadth of experiences they gain in a relatively short period of time.

What You Will Learn to Do

- Marketing Concepts
- Principles of Promotion and Advertising
- Business Simulation and Analysis
- Sales Management
- Business Plan Development
- Accounting Principles
- Digital Publishing
- Introduction to Website Design and Maintenance
- Entrepreneurship

Additional Opportunities

The program requires an internship that prepares the student for a position in the real world. This is a wonderful opportunity to learn more about a specific pursuit of business.

Gainful Employment

For more information about our graduation rates, the median debt of students who have completed the program, and other important information, please visit our website at cwidaho.cc/ge [1]

Associate of Applied Science in Marketing Management Fall Start

Degree Type:

AAS

Length:

24 Months

Delivery Formats:

Traditional

Associate of Applied Science in Marketing Management Spring Start

Degree Type:

AAS

Length:

24 Months

Delivery Formats:

Traditional

Advanced Technical Certificate in Marketing Management Fall Start

Degree Type:

ATC

Length:

16 Months

Delivery Formats:

Traditional

Advanced Technical Certificate in Marketing Management Spring Start

Degree Type:

ATC

Length:

16 Months

Delivery Formats:

Traditional

Technical Certificate in Marketing Management Fall Start

Degree Type:

TC

Length:

12 Months

Delivery Formats:

Traditional

Technical Certificate in Marketing Management Spring Start

Degree Type:

TC

Length:

12 Months

Delivery Formats:

Traditional

Important Dates for Credit Programs

	Fall 2014	Spring 2015	Summer 2015
Registration Open	April 14	November 10	April 13
Financial Aid Priority Date	July 14	December 1	May 11
Admission Deadline	August 8	December 22	May 15
Tuition and Fees Due	August 22	January 9	May 29
Last Day to Register	August 22	January 9	May 29
Classes Begin	August 25	January 12	June 1*

	Fall 2014	Spring 2015	Summer 2015
*Some classes begin before this date. See class schedule [2] for more information.			

Please refer to our [Important Dates](#) [3] for more information.

Skills, Traits, and Prep Classes

- Desire to launch a new business
- Desire to gain understanding of the advertising industry
- Desire to secure a well-rounded business education

Financial Aid Available

Did you know that as a student in this program you may be eligible for financial aid? Through grants, [scholarships](#) [4], and loans, more than 60 percent of first-time, full-time CWI students receive some form of financial assistance. To learn more about financial aid options and whether you may be eligible, visit [Financial Aid](#) [5].

Tuition and Fees

Tuition for a full-time CWI student averages half the cost of a state university and a third of the cost of a private college. Tuition and fees vary based on program and residence. Visit [Tuition and Fees](#) [6] for more information.

Advising

Navigating your way through college can be confusing, especially if you try to go it alone. CWI One Stop Student Services offers advising assistance, to help in deciding which courses you need to take to complete your educational goals. Visit [Advising](#) [7] for more information or contact [One Stop Student Services](#) [8] to schedule an appointment.

Professions

- Advertising and Promotions Managers
- Marketing Managers
- Sales Managers
- Marketing Research Analysts and Marketing Specialists
- Business Teachers, Postsecondary

Locations



Ada County Campus Pintail Center

1360 S. Eagle Flight Way, Boise, ID 83709

Program Contact



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Source URL: <http://cwidaho.cc/program/marketing-management>

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[3] <http://cwidaho.cc/dates>

[4] <http://cwidaho.cc/scholarships>

[5] <http://cwidaho.cc/financialaid>

[6] <http://cwidaho.cc/tuition>

[7] <http://cwidaho.cc/node/2308>

[8] <http://cwidaho.cc/node/3253>

[9] <http://cwidaho.cc/person/faculty/rob-walker>

[10] <http://cwidaho.cc/department/business-information-tech>

[11] <mailto:robwalker@cwidaho.cc>