



MARKETING, MANAGEMENT & ENTREPRENEURIAL PRINCIPLES



Program Content

- Employability skills
- Selling techniques
- Public relations and publicity
- Event planning and execution
- Licensing, sponsorship and endorsements

Program Length

600 hrs | Full Time 4 - 6 months
Part Time 8 - 12 months

Approximate Cost

\$1,932

Location

Online

Schedule

- Online

Description of Program

The Marketing, Management & Entrepreneurship Principles program is designed to prepare students for employment in Marketing, Sales and Service occupations. Students are prepared to evaluate their potential as a business owner and develop fundamental knowledge in the following areas: retail and wholesale sales, management, distribution, purchasing and buying, advertising, mass media, social media and public relations.

Requirements for Admission

- Orientation/Testing/Counselor Interview
- Computer with Internet access, microphone/speakers, Microsoft Office 2013 and Windows 7 or 8 operating system
- Basic computer skills

Industry Certification & State Credential Exams

Students will be prepared to take an approved state and/or nationally recognized industry certification or licensure exam in their field of study.

College Credit Transfer Opportunity and/or Advanced Credit

Upon completion of the program and meeting eligibility requirements, students may be awarded credits toward an Associate Degree by Broward College or the Florida College System. For eligibility requirements, visit www.broward.edu/careerpath.



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To be admitted into a program of study offered by Sheridan Technical College, an individual must satisfy all of the admission requirements applicable to that program of study. General admissions and registration procedures for Sheridan Technical College are as follows:

ADMISSION AND REGISTRATION PROCEDURES

1. Attend Orientation

Applicants for technical programs must attend an on campus or online orientation.

- **On-campus Orientation:** It is strongly recommended and provides an in depth overview of our programs and resources. For Main Campus orientation, please report to Building #11 by 8:30 am. For West Campus orientation, please report to the main office by 8:00 am.
- **Online Orientation:** At the end of the online orientation you must complete the Online Orientation Survey. To access the orientation visit: <http://www.sheridantechical.com/HowtoApply/OnlineOrientation>

2. Take the Test of Adult Basic Education (TABE)

- **Main Campus:** TABE is administered Monday through Thursday for all programs directly after orientation. Applicants must report to Building #11 with a valid picture ID and \$10.00 by 8:30 am.
- **West Campus:** TABE is administered Tuesday, Wednesday and Friday for all programs. Applicants must check in with a valid picture ID and \$10.00 by 8:00 am.
- Prospective students showing evidence pursuant to State Board **Rule 6A-10.040(8)** may be eligible to receive an exemption from taking the TABE. A program counselor/advisor can assist you with identifying Basic Skills exemption criteria.
- Programs that do not require TABE testing are as follows: Commercial Class B Driving, Commercial Vehicle Driving, Facials Specialty, Gaming Machine Repair Technician, Home Health Aide, Patient Care Assistant and Phlebotomy.

3. Schedule and Attend a Counselor Interview

- Schedule an appointment for an interview with the program counselor/advisor by calling 754.321.5400 (Main Campus) or 754.321.3900 (West Campus).
- Discuss TABE scores and next steps. Next steps may include a referral for remediation if minimum basic skills levels have not been achieved, program placement, special needs, financial aid and registration procedures. **Test scores cannot be given over the phone.**
- Please bring two forms of documented Florida residency to the interview.

4. Register for Class

- Registration for postsecondary students is held throughout the year.
- Please check with the program counselor/advisor for availability and registration dates.

Marketing, Management & Entrepreneurial Principles (M200500)

Tuition/Registration \$1,820

PAVE	\$1,680
Lab	\$60
Registration Fee	\$60
Student Activity Fee	\$10
Test Fee	\$10

Books/Supplies \$112

Marketing Essentials 2012 CONNETPLUS
1 Year Access

Approximate Program Cost \$1,932

Prices are for Florida Residents. Fees listed are based on the number of class days according to the District calendar. Books and Supplies are subject to change.

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& Technical High School,
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Sheridan Technical College & Technical High School
is accredited by
the Commission of the Council on Occupational Education.

Council on Occupational Education
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Sheridan Technical College & Technical High School
Practical Nursing Program is accredited through
Accreditation Commission for Education in Nursing, Inc.

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