



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. Please report to Building #11 by 8:30 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)

- 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.
- Prospective students showing evidence pursuant to State Board **Rule 6A-10.040(8)** may be eligible to receive an exemption from taking the TABE.
- 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.
- 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.

FOR ADDITIONAL INFORMATION

Visit our website at www.SheridanTechnicalCollege.edu or contact the Office of Student Affairs at 754.321.5400 (Main Campus) or 754.321.3900 (West Campus).

ORIENTATION SCHEDULE

Orientation & TABE Testing - Main Campus

Monday through Thursday – 9:00 am - 12:00 pm

(Please arrive to Building #11 by 8:30 am)

Monday

- Health Unit Coordinator/
Monitor Technician
- Medical Assisting
- Medical Coder/Biller
- Medical Record Transcribing/
Healthcare Documentation
- Patient Care Assistant
- Patient Care Technician
- Phlebotomy
- Practical Nursing
- Surgical Technology

Tuesday

- Barbering
- Child Care Center Operations
- Cosmetology
- Commercial Foods & Culinary Arts
- Early Childhood Education
- Facials
- Massage Therapy
- Teacher Assisting/Principles
of Teaching

Wednesday

- Business Technology
- Court Reporting
- Graphic Arts & Information
Technology
- Marketing, Management &
Entrepreneurial Principles

Thursday

- Air Conditioning/Heating
Refrigeration 1 & 2
- Automotive Technology
- Electricity
- Gaming Machine Repair
Technician
- Plumbing Technology

TABE TEST EXEMPTION

An official copy of the degree, transcript, or test score are required in order to allow any of these exemptions.

1. Associate in applied science level degree or higher from an accredited United States college or university;
2. Entered 9th grade during the 2003-2004 school year or after and earned a regular high school diploma from a State of Florida public high school;
3. Active duty member of US Armed Services;
4. Demonstrates readiness for public postsecondary education pursuant to **Rule 6A-10.0315** by taking the Accuplacer, ACT, SAT, Pert or Grade 10 FCAT Reading 2.0 and enrolls within 2 years of achieving such scores;
5. Passes an approved state, national or industry certification or licensure examination that is identified in the FLDOE Basic Skills and Licensure Examination List;
6. Enrolled in an approved apprenticeship program.

