



MARKETING

ASSOCIATE OF APPLIED SCIENCE
61-62 CREDITS

Jumpstart your career with a marketing degree from Penn Highlands. Unlike traditional marketing programs, this innovative program lets you work with real clients, tackle real challenges, and graduate with a portfolio of professional projects.

The program combines creativity, communication, and digital tools with practical, hands-on experience. Through the Student Marketing Agency, students can work on actual projects that help hone their skills in a dynamic, professional environment.

Graduates emerge with confidence, refined skills, and a standout portfolio that equips them with a competitive edge for success.

CAREER OPPORTUNITIES

- Marketing Coordinator
- Brand/Product Manager
- Social Media Specialist
- Market Research Analyst
- Content Creator
- Public Relations Assistant
- Sales Representative

KEY COURSES

- Principles of Marketing
- Integrated Marketing Communications & Branding
- Marketing Research
- Digital Marketing & Consumer Behavior
- Marketing Technology & Analytics
- Consumer Behavior



WE ARE ACCREDITED.

Penn Highlands is accredited by the Middle States Commission on Higher Education. This means you will receive the same quality of education as major four-year institutions in our area.



WE ARE FAMILY.

Our supportive staff and faculty are here for you. We are available to listen, offer advice, and provide support to help you succeed. With an 18:1 student-to-faculty ratio, the hands-on support you will receive feels like family.



**DISCOVER MORE
ABOUT THIS PROGRAM.**

