

Business Administration – Management & Marketing (BAMM)

Associate in Specialized Business (ASB)



The Business Administration – Management & Marketing program provides students with the tools needed to become an asset to any company, as well as the leadership and entrepreneurial skills required to start their own business.

Marketing encompasses almost every aspect of a business from product or service development, to developing strategies for promoting, pricing, selling, and distributing that product or service. Students will learn marketing and communication skills, methods for creating social media sites and ad campaigns, and receive hands-on training in current software platforms.

Through a comprehensive educational training program including attention to theory, practice, and application, students in the BAMM program will develop the knowledge, skills, and attributes to perform marketing and management functions within an organization.

Business administration focuses on the management and operational skills that are crucial to running a business. Career opportunities exist within a wide array of industries.

SouthHills
School of Business & Technology

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The BAMM Program Prepares Students to:

- Create management plans to support strategic, tactical, and operational goals
- Collect marketing data using surveys and focus groups and analyze cross tabulations to find non-obvious patterns
- Create a website (blog), use social media platforms to promote/market internationally and apply SEO, SEM, and analytics to understand reach and engagement principles
- Prepare advertising and promotional materials and create media plans
- Demonstrate basic selling techniques through role plays and the utilization of sales proposal materials
- Create marketing plans to reach a target market
- Develop a business plan for a fictitious business
- Prepare income statements and balance sheets

Example Career Opportunities

Marketing Coordinator

Digital Media Manager

Store Management

Sales Associate

Account Executive

Advertising Assistant

Office Manager

**Human Resources
Specialist**

**Marketing Content
Specialist**

Sales Consultant

Leasing/Rental Consultant

For more information about the BAMM program, courses, and faculty members,
please visit www.southhills.edu/BAMM

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School of Business & Technology

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