

MARKETING, MANAGEMENT AND ENTREPRENEURIAL PRINCIPLES Marketing, Sales & Service

2024-2025

PROGRAM NUMBER M200500	CIP NUMBER 02 521401 04
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PELL YES	TRI-COUNTY NO
CAREER SOURCE NO	ONLINE NO

COURSE #	OCP	COURSE NAME	HOURS	TUITION				
				In-State	Differential	Out-of-State	Material & Supply Fee	LAB
MKA0432	A	Salesperson, Retail	300	\$876.00	\$912.00	\$3,351.00	\$50.00	\$0.00
MKA0010	B	Marketing Managers	150	\$438.00	\$456.00	\$1,675.50	\$25.00	\$0.00
MKA0091	C	(Entrepreneur) General Manager	150	\$438.00	\$456.00	\$1,675.50	\$25.00	\$0.00
TOTAL(s)			600	\$1,752.00	\$1,824.00	\$6,702.00	\$100.00	\$0.00

Additional Cost, Material & Supply, Lab, etc. (see list below)

	\$330.00	\$330.00	\$330.00
Total Program Cost	\$2,082.00	\$2,154.00	\$7,032.00

ADDITIONAL COST: :

Processing (20) & Parking Per (5) Semester	\$30.00
Approximate Books/Supplies/Digital Curriculum	\$200.00

**listed as "other" on student fees*

SUBJECT/GRADE LEVEL

	Reading 10	Math 10	Writing/Language 10
TABE	597	597	608
CASAS	244	241	

PRE-REQUISITE

Adobe Photoshop + Illustrator OR
Adobe Photoshop + InDesign

CERTIFICATION(S)

Entrepreneurship and Small Business Certification (ESB)	\$234.00
Visual Design Freelancer	Included with pre-requisite Adobe certifications plus ESB
Florida LLC	\$125.00

PROGRAM REQUIREMENTS

Age	16 +
Diploma	NA
Physical	Sit for an extended amount of time

GRADUATION FEES

Optional	\$16.00
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ADVISORY SALARY RANGE

Florida Panhandle Low	\$21,683.00
Florida Panhandle High	\$104,430.00
State	\$62,199.00
General	\$20,789.00 - \$74,340.00

LIVE WORK FEES

*Live Work Fees vary & must be approved by instructor.

PERCENTAGE RATES

Completion % Rate	New
Placement % Rate	New
Certification Pass % Rate	New

LINKS

Framework PDF

<https://content.myconnectsuite.com/api/documents/d7c9db163a104e459451ce890845089e.pdf>

Web Page

<https://www.fptc.edu/marketing>

Course Cost Breakdown