Career Services

IMBC's commitment to helping you find a career includes free access to services like:

- **Resume preparation**
- **Interview practice**
- **Tips on speaking to your strengths**
- **Help completing job applications**
- **Professionalism skill training**
- **Preparing a graduate portfolio**
- **Nationwide career placement assistance**

Accreditation

The Institute of Medical and Business Careers is institutionally accredited by the Accreditation Bureau of Health Education Schools (ABHES).

Accrediting Bureau of Health Education Schools

Your Path to a Business *Leadership Role*

The Business Administration - Marketing and Management program at IMBC is designed to give you a solid foundation in the real-world skills that drive modern organizations of all types. Using flexible, online coursework designed to fit your schedule, it's an effective way to learn the skills you need to prepare for a leadership role.

- **Program Length:** About 1.5 Years
- **Program Type:** Degree
- **Format:** Online
- **Total Clock Hours:** 1500

In this 48-credit hour program, you'll study business basics as well as key marketing areas including strategy, social media for business, advertising and public relations.

IMBC
INSTITUTE OF MEDICAL & BUSINESS CAREERS

Business Administration – Marketing and Management



Call Today! 855.773.0758

Your Career Starts Here

IMBC.EDU

5739 West 26th Street, Erie, PA 16506



How long is the Business Administration – Marketing and Management Specialized Associate Degree (A.S.B.) program?

The business administration program is a specialized associate degree, and most students will typically complete the program in about a year and a half. However, your actual time will vary depending on your academic progress, success, the number of courses you take, and other factors.

What is the internship for the Business Administration Specialized Associate Degree (A.S.B.) program?

Toward the completion of your program, all students will participate in a practicum that lets you practice your new skills in a real business setting with professional supervision.

Do entry-level marketers and managers work with customers?

In most cases, as an entry-level marketer or manager, you will work directly with customers. Your customers might be individuals, families, professionals, other businesses and organizations, or a combination of these.

Find Your S.P.A.R.K

Support

IMBC provides students, staff and instructors with a caring and supporting environment demonstrating our commitment and dedication to superior training and career outcomes.

Pride

With a positive attitude and by showing initiative, even when faced with challenges, we instill a sense of pride in our training.

Awareness

Our learning environment provides students with an awareness of appropriate ethical and responsible actions in their field of study and chosen career.

Responsibility

Students are encouraged to accept responsibility for their own actions and career advancement.

Knowledge

Students receive useful knowledge for their specific career goals with an emphasis on hands-on experience.



For more information visit our website at
imbc.edu/business-administration-marketing-and-management

