

Program & Technical Standards for Marketing Majors Concerns with a Course

Haywood Community College reserves the right to implement technical standards to protect the safety and health of all students and any clients/patients served in clinics, labs, and shops, and further, to prepare students for employment in the program of study. Please check with the academic advisor before enrolling to review specific technical standards based on job requirements for the program of study.

If a student believes that he or she cannot meet one or more of the technical standards without accommodations or modifications, the College must determine, on an individual basis, whether or not the necessary accommodations or modifications can be reasonably made.

Haywood Community College is committed to providing equal educational opportunities for students with documented disabilities. The College complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, which stipulates that no student shall be denied the benefits of an education "solely because of a disability." Disabilities covered by law include, but are not limited to, learning disabilities, psychological disabilities, and hearing, sight, or mobility impairments.

Students with a disability are encouraged to disclose their disability to a Student Wellness Counselor. Reasonable accommodations can be provided after the submission of appropriate documentation. For more information, please get in touch with Student Wellness in Student Services at (828) 627-4504/or by email at HCC-Wellness@haywood.edu.

Program Outcomes

The Marketing degree program is designed to facilitate the development of the following program outcomes:

1. **Analytical and Critical Thinking:** Graduates will be able to apply analytical and critical thinking skills to solve complex business problems, using data-driven decision-making and strategic analysis.
2. **Communication and Interpersonal Skills:** Graduates will be able to communicate effectively and will possess strong interpersonal skills to collaborate with diverse stakeholders and build professional relationships.
3. **Leadership and Team Management:** Graduates will develop leadership skills necessary to inspire, manage, and lead teams effectively, fostering a collaborative and productive work environment.
4. **Marketing and Sales Acumen:** Graduates will be skilled in developing and executing marketing strategies, understanding consumer behavior, and driving sales through various marketing channels.
5. **Digital Marketing:** Graduates will be proficient in creating and managing engaging digital content tailored to target audiences and met strategic marketing objectives.

EXAMPLES ARE NOT ALL INCLUSIVE

Haywood Community College is an ADA-compliant institution. The College does not discriminate based on disability in the admissions process or in access to its programs, services, and/or activities for qualified individuals who meet essential eligibility requirements. The College will provide reasonable accommodation for documented disabilities of individuals eligible to receive or participate in college programs, services, and/or activities. Student Services provides a disability counselor to assist students in requesting disability related accommodations. Suppose a student believes he/she cannot meet one or more essential functions without accommodation. In that case, the student is encouraged to disclose the disability to the disability counselor as soon as possible. Students must certify their ability to meet crucial tasks of the curriculum by a signed statement at the beginning of the program.

Clinical and Lab Activity Information

Program of Study: Business Administration

Job Requirements	Occas onal	Frequent	Constant
Activity:			
(List # of lbs.) 10			
Lifting			
Static Knuckle Height	✓		
Bench Height	✓		
Ankle Height	✓		
Shoulder Height	✓		
Dynamic Bench Height (3 feet)	✓		
To the Left From the Center	✓		
To the Right Carrying	✓		
Cart Height (3 feet)			
Pushing	✓		
Pulling	✓		
List Frequency Only:			
Sitting			✓
Standing/Walking	✓		
Climbing			
Stairs	✓		
Ladder			
Balance			
Stooping	✓		
Kneeling	✓		
Crouching			
Crawling			
Reaching			
Forward	✓		
Overhead	✓		
Bending Reach	✓		
Other			
Handling	✓		
Fingering	✓		
Feeling	✓		
Hearing	✓		
Seeing			
Near			✓
Distance		✓	
Reading		✓	
Calculating		✓	
Compiling		✓	

Lifting Frequencies:

Occasional 1 lift every 30 mintes
 Frequent 1 lift every 2 minutes
 Constant 1 lift every 15 seconds

Other Activities:

Occasional 0-33% (1-20 min per hour)
 Frequent 34-66% (21-40 min per hour)
 Constant 67-100% (41-60 min per hour)