

# Marketing Management MM13

## Type

Associate of Applied Science, AAS

The Marketing program is designed to prepare students for employment in a variety of positions in today's marketing and management fields. The Marketing program provides learning opportunities that introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in the area of marketing. Graduates of the program receive a Marketing degree with specializations in marketing management, entrepreneurship, or retail management.

\* Students must choose one of the following Specializations:

- Marketing Management Specialization 8MM3
- Entrepreneurship Specialization 8EN3
- Retail Management Specialization 8RM3

## Area I - Language Arts/Communications

Item #	Title	Credits
ENGL 1101	Composition and Rhetoric	3

## Area II - Social/Behavioral Sciences

Item #	Title	Credits
ECON 1101	Principles of Economics	3
ECON 2105	Macroeconomics	3
ECON 2106	Microeconomics	3
HIST 1111	World History I	3
HIST 1112	World History II	3
HIST 2111	U.S. History I	3
HIST 2112	U.S. History II	3
POLS 1101	American Government	3
SOCI 1101	Introduction to Sociology	3
PSYC 1101	Introductory Psychology	3

## Area III - Natural Sciences/Mathematics

Item #	Title	Credits
MATH 1100	Quantitative Skills & Reasoning	3
MATH 1101	Mathematical Modeling	3
MATH 1111	College Algebra	3
MATH 1103	Quantitative Skills & Reasoning	3

## Area IV - Humanities and Fine Arts

Item #	Title	Credits
ARTS 1101	Art Appreciation	3
ENGL 2110	World Literature	3
ENGL 2130	American Literature	3
HUMN 1101	Introduction to Humanities	3
MUSC 1101	Music Appreciation	3
THEA 1101	Theater Appreciation	3
RELG 1101	World Religion	3
SPAN 1101	Introduction to Spanish	3

## Specific General Education Core Elective

\* Choose an additional course from the complete Area I, II, III, or IV listings:

- [General Education Courses](#)

## Occupational Courses

Item #	Title	Credits
COMP 1000	Introduction to Computer Literacy	3
MGMT 1100	Principles of Management	3
ACCT 1100	Financial Accounting I	4
MKTG 1100	Principles of Marketing	3
MKTG 1160	Professional Selling	3
MKTG 1190	Integrated Marketing Communication	3
MKTG 2090	Marketing Research	3
	Elective (3 credits +)	3

## Digital Presentation Selection

\* Choose one of the following courses:

Item #	Title	Credits
BUSN 1190	Digital Technologies in Business	2
BUSN 1430	Desktop Publishing & Presentation Applications	4
MKTG 2030	Digital Publishing and Design	3

## Marketing Selection

\* Choose two of the following courses:

Item #	Title	Credits
MKTG 2000	Global Marketing	3
MKTG 2290	Marketing Internship/Practicum	3
MKTG 2300	Marketing Management	3

## Business Selection

\* Choose one of the following courses:

Item #	Title	Credits
ACCT 2140	Legal Environment of Business	3
MKTG 1130	Business Regulations and Compliance	3
PARA 1150	Contracts, Commercial Law, Business Organizations	3

## Marketing Management Specialization 8MM3

Item #	Title	Credits
MKTG 1370	Consumer Behavior	3
MKTG 2060	Marketing Channels	3
MKTG 2070	Buying and Merchandising	3
	Marketing Elective	3

## Entrepreneurship Specialization 8EN3

Item #	Title	Credits
MKTG 2010	Small Business Management	3
MKTG 2210	Entrepreneurship	6
MKTG 2070	Buying and Merchandising	3

## Retail Management Specialization 8RM3

Item #	Title	Credits
MKTG 1270	Visual Merchandising	3
MKTG 1370	Consumer Behavior	3
MKTG 2070	Buying and Merchandising	3
MKTG 2270	Retail Operations Management	3
	Minimum Credit Hours for Graduation	62