

Marketing Management MM12

Type
Diploma

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 diploma with specializations in marketing management, entrepreneurship, or retail management.

* Students must choose one of the following Specializations:

- Marketing Management Specialization 8MM2
- Entrepreneurship Specialization 8EN2
- Retail Management Specialization 8RM2

Basic Skills Courses — 8.00 Hours

Item #	Name	Credits
ENGL 1010	Fundamentals of English I	3
	EMPL 1000 or PSYC 1010	2-3
	MATH 1011 or MATH 1012	3

Occupational Courses — 23.00 Hours

Item #	Name	Credits
MKTG 1100	Principles of Marketing	3
MKTG 1160	Professional Selling	3
MKTG 1190	Integrated Marketing Communication	3
MKTG 2090	Marketing Research	3
	Guided Electives 3+	3

Technology Publishing Selection — 2.00 Hours

* Choose one of the following courses:

Item #	Name	Credits
BUSN 1190	Digital Technologies in Business	2
BUSN 1430	Desktop Publishing & Presentation Applications	4
COMP 1000	Introduction to Computer Literacy	3
MKTG 2030	Digital Publishing and Design	3

Marketing Selection — 3.00 Hours

* Choose one of the following options:

Item #	Name	Credits
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MKTG 2290	Marketing Internship/Practicum	3
MKTG 2300	Marketing Management	3
	Guided Electives 3+	3

Regulation and Law Selection — 3.00 Hours

* Choose one of the following courses:

Item #	Name	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 8MM2 — 12.00 Hours

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

Entrepreneurship Specialization 8EN2 — 12.00 Hours

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

Retail Management Specialization 8RM2 — 12.00 Hours

Item #	Name	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	42