

# 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 — 3.00 Hours

Item #	Name	Credits
<a href="#">ENGL 1101</a>	Composition and Rhetoric	3

## Area II - Social/Behavioral Sciences — 3.00 Hours

Item #	Name	Credits
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### Social/Behavioral Sciences — Hours

Item #	Name	Credits
<a href="#">ECON 1101</a>	Principles of Economics	3
<a href="#">ECON 2105</a>	Macroeconomics	3
<a href="#">ECON 2106</a>	Microeconomics	3
<a href="#">HIST 1111</a>	World History I	3
<a href="#">HIST 1112</a>	World History II	3
<a href="#">HIST 2111</a>	U.S. History I	3
<a href="#">HIST 2112</a>	U.S. History II	3
<a href="#">POLS 1101</a>	American Government	3
<a href="#">SOC1 1101</a>	Introduction to Sociology	3
<a href="#">PSYC 1101</a>	Introductory Psychology	3

## Area III - Natural Sciences/Mathematics — 3.00 Hours

Item #	Name	Credits
<a href="#">MATH 1100</a>	Quantitative Skills & Reasoning	3
<a href="#">MATH 1101</a>	Mathematical Modeling	3
<a href="#">MATH 1111</a>	College Algebra	3
<a href="#">MATH 1103</a>	Quantitative Skills & Reasoning	3

## Area IV - Humanities and Fine Arts — 3.00 Hours

Item #	Name	Credits
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### Humanities/Fine Arts (3 hrs) — Hours

Item #	Name	Credits
<a href="#">ARTS 1101</a>	Art Appreciation	3
<a href="#">ENGL 2110</a>	World Literature	3
<a href="#">ENGL 2130</a>	American Literature	3
<a href="#">HUMN 1101</a>	Introduction to Humanities	3
<a href="#">MUSC 1101</a>	Music Appreciation	3
<a href="#">THEA 1101</a>	Theater Appreciation	3
<a href="#">RELG 1101</a>	World Religion	3
<a href="#">SPAN 1101</a>	Introduction to Spanish	3

### Specific General Education Core Elective — 3.00 Hours

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

- [General Education Courses](#)

### Occupational Courses — 22.00 Hours

Item #	Name	Credits
<a href="#">COMP 1000</a>	Introduction to Computer Literacy	3
<a href="#">ACCT 1100</a>	Financial Accounting I	4
<a href="#">MKTG 1100</a>	Principles of Marketing	3
<a href="#">MKTG 1160</a>	Professional Selling	3
<a href="#">MKTG 1190</a>	Integrated Marketing Communication	3
<a href="#">MKTG 2090</a>	Marketing Research	3
	Elective (3 credits +)	3

### Business Selection — 3.00 Hours

\* Choose one of the following courses:

Item #	Name	Credits
<a href="#">ACCT 2140</a>	Legal Environment of Business	3
<a href="#">MKTG 1130</a>	Business Regulations and Compliance	3
<a href="#">PARA 1150</a>	Contracts, Commercial Law, Business Organizations	3

### Marketing Selection — 6.00 Hours

\* Choose two of the following courses:

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

## Digital Presentation Selection — 2.00-4.00 Hours

\* Choose one of the following courses:

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

## Marketing Management Specialization 8MM3 — 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 8EN3 — 12.00 Hours

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

## Retail Management Specialization 8RM3 — 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	63