



## Marketing Management Diploma

**MAJOR CODE:** MM12    **REQUIRED CREDIT HOURS:** 43    **CIP Code:** 52.1401

**Location(s):** DeKalb/S.DeKalb/Newton/Online

**Program Description:** The Marketing Management program prepares students for careers in marketing and entrepreneurship. The program emphasized the development of skills in selling, advertising, retailing, market research, consumer behavior, strategic planning, and small business management.

Course Number	Course	Credit Hours	Pre/Co-Requisite(s)
ENGL 1010	Fundamentals of English	3	Appropriate Placement Test Scores
EMPL 1000	Interpersonal Relations and Professional Development <b>OR</b>	2	Provisional Admission
PSYC 1010	Basic Psychology	3	Provisional Admission
MATH 1011	Business Math <b>OR</b>	3	Appropriate arithmetic placement test score
MATH 1012	Foundations of Mathematics	3	Appropriate arithmetic placement test score
COMP 1000	Introduction to Computer Literacy <b>OR</b>	3	Equivalent test score
BUSN 1190	Digital Technologies in Business <b>OR</b>	(2)	COMP1000
BUSN 1430	Desktop Publishing & Presentation	(4)	COMP1000
MKTG 1100	Principles of Marketing	3	Provisional Admission
MKTG 1190	Integrated Marketing Communications	3	
MKTG 1130	Business Regulations & Compliance	3	
MKTG 2070	Buying & Merchandising	3	
MKTG 1160	Professional Selling	3	
MKTG 2090	Marketing Research	3	MKTG1100
MKTG 2290	Marketing Internship/Practicum <b>OR</b>	3	Advisor Approval
MKTG 2300	Marketing Management	(3)	Advisor Approval
<b>Plus the following courses for Entrepreneurship Specialization:</b>			
MKTG 2010	Small Business Management	3	MKTG1100
MKTG 2210	Entrepreneurship	6	Program Admission, MKTG1100
<b>OR the following courses for Marketing Management Specialization:</b>			
MKTG 1370	Consumer Behavior	3	
MKTG 2060	Marketing Channels	3	
MKTG XXXX	Technical Elective	3	
<b>OR the following courses for Retail Operations Specialization:</b>			
MKTG 1270	Visual Merchandising	3	
MKTG 1370	Consumer Behavior	3	
MKTG 2270	Retail Operations Management <b>OR</b>		
MGMT 2140	Retail Management	(3)	Program Admission, MGMT1100
		<b>Total</b>	<b>43</b>

### Notes

- Course descriptions, and required pre/co-requisites are available in the college catalog, which can be found online at <https://www.gptc.edu/current-students/course-catalog/>.
- Changes to program requirements can be made and will be properly communicated to students.

### Gainful Employment Information

*Marketing Management Diploma*

- Gainful employment information for this program can be found at:  
<https://www.gptc.edu/Marketing%20Management/MarketingManagementGE.html>

#### **Additional Information**

- As set forth in its student catalog, Georgia Piedmont Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, veteran status, or citizenship status(except in those special circumstances permitted or mandated by law). Contact Dr. Perrin Alford, the ADA Coordinator at 404-297-0522, ext. 1231, ADA504Coordinator@gptc.edu or at the main DeKalb campus, 495 N. Indian Creek Drive, Clarkston, GA 30021, Room A-217; or Lolita Morrison, the Title IX Coordinator, at 404-297-9522, ext. 1210, TitleIXCoordinator@gptc.edu or at the main DeKalb campus, 495 N. Indian Creek Drive, Clarkson, GA 30021 Room A-157 for assistance.
- For more information about our graduation rates and other important program information, please visit our website at: <http://www.gptc.edu/wp-content/uploads/2018/02/Placement-rate-by-program.pdf>
- Georgia Piedmont Technical College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate of Applied Science degrees, diplomas and technical certificates of credit. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Georgia Piedmont Technical College. The Commission should be contacted only if there is evidence that appears to support Georgia Piedmont Technical College's significant non-compliance with Commission requirements or standards. Inquiries related to normal and ongoing College operations such as admission requirements, financial aid, programs, etc., should be addressed directly to Georgia Piedmont Technical College and not to the Commission on Colleges.