

# Marketing Management

## Diploma

### MM12

## Curriculum

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<b>Basic Skills</b>	<b>8</b>
ENGL 1010 Fundamentals of English I (3)	3
<i>Select ONE Math course:</i>	3
MATH 1011 Business Math (3)	
MATH 1012 Foundations of Mathematics (3)	
<i>Select ONE course option below:</i>	2
EMPL 1000 Interpersonal Relations and Professional Development (2)	
PSYC 1010 Basic Psychology (3)	
<b>Occupational Courses</b>	<b>23</b>
<b>Required Courses:</b>	<b>15</b>
MKTG 1100 Principles of Marketing (3)	
MKTG 1160 Professional Selling (3)	
MKTG 1190 Integrated Marketing Communications (3)	
MKTG 2090 Marketing Research (3)	
MKTG 1130 Business Regulations and Compliances (3)	
<i>Select ONE of the following occupational electives:</i>	2
COMP 1000 Introduction to Computer Literacy (3)	
BUSN 1190 Digital Technologies in Business (2)	
BUSN 1430 Desktop Publishing and Presentation (4)	
<i>Select ONE of the following:</i>	3
MKTG 2290 Marketing Internship/Practicum (3)	
MKTG 2300 Marketing Management (3)	
<i>Select ONE of the following guided electives:</i>	3
MGMT 1100 Principles of Management (3)	
ACCT 1100 Financial Accounting I	
MKTG 1270 Visual Merchandising (3)	
MKTG 1370 Consumer Behavior (3)	
MKTG 2010 Small Business Management (3)	
MKTG 2060 Marketing Channels (3)	
MKTG 2210 Entrepreneurship (6)	
MKTG 2270 Retail Operations Management (3)	

<b>Specialization:</b> <i>(Choose ONE course group below.)</i>	<b>12</b>
<b>Entrepreneurship Specialization</b>	<b>12</b>
MKTG 2010 Small Business Management (3)	
MKTG 2210 Entrepreneurship (6)	
MKTG 2070 Buying and Merchandising (3)	
<b>Marketing Management Specialization</b>	<b>12</b>
MKTG 1370 Consumer Behavior (3)	
MKTG 2060 Marketing Channels (3)	
MKTG 2070 Buying and Merchandising (3)	
<i>Select ONE guided Marketing elective:</i>	
MKTG 1270 Visual Merchandising (3)	
MKTG 2010 Small Business Management (3)	
MKTG 2210 Entrepreneurship (6)	
MKTG 2270 Retail Operations Management (3)	
<b>Retail Management Specialization</b>	<b>12</b>
MKTG 1270 Visual Merchandising (3)	
MKTG 2070 Buying and Merchandising (3)	
MKTG 1370 Consumer Behavior (3)	
MKTG 2270 Retail Operations Management (3)	
<b>Total Credit Hour (minimum):</b>	<b>43</b>