

# Marketing Management

## Associate of Applied Science Degree

MM13

### Curriculum

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<b>General Education Core</b>	<b>15</b>
<b>Area I: Language Arts/Communication</b>	6
ENGL 1101 Composition and Rhetoric (3)	
<b>Area II: Social/Behavioral Sciences</b> <i>(Choose ONE course below.)</i>	3
ECON 1101 Principles of Economics (3)	HIST 2111 American History I (3)
ECON 2105 Principles of Macroeconomics (3)	HIST 2112 American History II (3)
ECON 2106 Principles of Microeconomics (3)	POLS 1101 American Government (3)
HIST 1111 World History I (3)	PSYC 1101 Introduction to Psychology (3)
HIST 1112 World History II (3)	SOC1 1101 Introduction to Sociology (3)
<b>Area III: Natural Sciences / Mathematics</b> <i>(Choose ONE course below.)</i>	3
MATH 1101 Mathematical Modeling (3)	
MATH 1103 Quantitative Skill and Reasoning (3)	
MATH 1111 College Algebra (3)	
<b>Area IV: Humanities/Fine Arts</b>	3
HUMN 1101 Introduction to Humanities (3)	
ENGL 2130 American Literature (3)	
MUSC 1101 Music Appreciation (3)	
ARTS 1101 Art Appreciation (3)	
RELG 1101 World Religions (3)	
<b>Elective: General Education</b>	3
SPCH 1101 Public Speaking (3)	
<b>Occupational Courses</b>	<b>36</b>
<b>Required Courses:</b>	33
COMP 1000 Introduction to Computer Literacy (3)	
ACCT 1100 Financial Accounting I (4)	
MGMT 1100 Principles of Management (3)	
MKTG 1100 Principles of Marketing (3)	
MKTG 1130 Business Regulations and Compliance (3)	
MKTG 1160 Professional Selling (3)	
MKTG 1190 Integrated Marketing Communications (3)	
MKTG 2090 Marketing Research (3)	
MKTG 2290 Marketing Internship/Practicum (3)	
MKTG 2300 Marketing Management (3)	
BUSN 1190 Digital Technologies in Business (2)	
<b>Occupational Electives:</b> <i>(Choose ONE course below.)</i>	3
MGMT 1115 Leadership (3)	
MGMT 2115 Human Resource Management (3)	

**Specialization:** *(Choose ONE course group below.)*

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**Entrepreneurship Specialization**

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MKTG 2010 Small business Management (3)

MKTG 2210 Entrepreneurship (6)

MKTG 2070 Buying and Merchandising (3)

**Marketing Management Specialization**

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MKTG 1370 Consumer Behavior (3)

MKTG 2060 Marketing Channels (3)

MKTG 2070 Buying and Merchandising (3)

*Select ONE MKTG elective course below:* (3)

MKTG 1270 Visual Merchandising (3)

MKTG 2010 Small Business Management (3)

MKTG 2210 Entrepreneurship (6)

MKTG 2270 Retail Operations Management (3)

**Retail Operations Specialization**

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MKTG 1270 Visual Merchandising (3)

MKTG 1370 Consumer Behavior (3)

MKTG 2070 Buying and Merchandising (3)

MKTG 2270 Retail Operations Management (3)

**Total Credit Hour (minimum):**

**63**