# Marketing Management
## Diploma
### MM12

## Curriculum

### Basic Skills
- ENGL 1010 Fundamentals of English I (3)

### Select ONE Math course:
- MATH 1011 Business Math (3)
- MATH 1012 Foundations of Mathematics (3)

### Select ONE course option below:
- EMPL 1000 Interpersonal Relations and Professional Development (2)
- PSYC 1010 Basic Psychology (3)

### Occupational Courses
#### Required Courses:
- 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)

#### Select ONE of the following occupational electives:
- COMP 1000 Introduction to Computer Literacy (3)
- BUSN 1190 Digital Technologies in Business (2)
- BUSN 1430 Desktop Publishing and Presentation (4)

#### Select ONE of the following:
- MKTG 2290 Marketing Internship/Practicum (3)
- MKTG 2300 Marketing Management (3)

#### Select ONE of the following guided electives:
- 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)
Curriculum Sheet

Specialization: *(Choose ONE course group below.)*  12

**Entrepreneurship Specialization**  12
- MKTG 2010 Small Business Management (3)
- MKTG 2210 Entrepreneurship (6)
- MKTG 2070 Buying and Merchandising (3)

**Marketing Management Specialization**  12
- MKTG 1370 Consumer Behavior (3)
- MKTG 2060 Marketing Channels (3)
- MKTG 2070 Buying and Merchandising (3)

**Select ONE guided Marketing elective:**
- MKTG 1270 Visual Merchandising (3)
- MKTG 2010 Small Business Management (3)
- MKTG 2210 Entrepreneurship (6)
- MKTG 2270 Retail Operations Management (3)

**Retail Management Specialization**  12
- MKTG 1270 Visual Merchandising (3)
- MKTG 2070 Buying and Merchandising (3)
- MKTG 1370 Consumer Behavior (3)
- MKTG 2270 Retail Operations Management (3)

**Total Credit Hour (minimum):**  43