# Marketing Management
## Associate of Applied Science Degree
### MM13

## Curriculum

### General Education Core  
**Area I: Language Arts/Communication**  
ENGL 1101 Composition and Rhetoric (3)

**Area II: Social/Behavioral Sciences (Choose ONE course below.)**  
- ECON 1101 Principles of Economics (3)
- ECON 2105 Principles of Macroeconomics (3)
- ECON 2106 Principles of Microeconomics (3)
- HIST 1111 World History I (3)
- HIST 1112 World History II (3)
- HIST 1111 American History I (3)
- HIST 2112 American History II (3)
- PSYC 1101 Introduction to Psychology (3)
- SOCI 1101 Introduction to Sociology (3)

**Area III: Natural Sciences / Mathematics (Choose ONE course below.)**  
- MATH 1101 Mathematical Modeling (3)
- MATH 1103 Quantitative Skill and Reasoning (3)
- MATH 1111 College Algebra (3)

**Area IV: Humanities/Fine Arts**  
- 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)

**Elective: General Education**  
SPCH 1101 Public Speaking (3)

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

**Occupational Electives: (Choose ONE course below.)**  
- MGMT 1115 Leadership (3)
- MGMT 2115 Human Resource Management (3)
Specialization: *(Choose ONE course group below.)*

### Entrepreneurship Specialization
- MKTG 2010 Small business Management (3)
- MKTG 2210 Entrepreneurship (6)
- MKTG 2070 Buying and Merchandising (3)

### Marketing Management Specialization
- 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
- 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