

MMI2: Marketing Management Diploma (replaces MM02: Marketing Management in the Quarter System)

The Marketing Management diploma program is designed to prepare students for employment in a variety of positions in today's marketing and management fields. The program provides learning opportunities that introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in the area of marketing management.

Career Opportunities

Graduates may find employment as display managers, buyers, advertising managers, retail store managers, tellers, apparel trimmings sales representatives, fashion accessories salespersons, general merchandise salespersons, merchandise displayers, department managers, or many other marketing related jobs. Any of the above career opportunities may also provide graduates experience to assist in opening their own businesses.

Credit Required for Graduation: Minimum of 55 credit hours

	Program Course	Credits
	<i>Basic Skills Courses</i>	
_____	EMPL 1000 Interpersonal Relations and Professional Development	2
	-or-	
_____	PSYC 1010 Basic Psychology	(3)
_____	ENGL 1010 Fundamentals of English I	3
_____	MATH 1011 Business Math	3
	<i>Occupational Courses</i>	
_____	ACCT 1100 Financial Accounting I	4
_____	BUSN 1300 Introduction to Business	3
	-or-	
_____	MGMT 1100 Principles of Management	(3)
_____	BUSN 1190 Digital Technologies in Business	2
_____	COMP 1000 Introduction to Computers	3
_____	MKTG 1100 Principles of Marketing	3
_____	MKTG 1130 Business Regulations and Compliance	3
_____	MKTG 1160 Professional Selling	3
_____	MKTG 1190 Promotion and Marketing Communications	3
_____	MKTG 2000 International Marketing	3
	-or-	
_____	MKTG 2290 Marketing Occupation-Based Instruction	(3)

	<i>(continued)</i>		
_____	MKTG 2090	Marketing Research	3
_____	MKTG 2300	Marketing Management	3
	<i>Occupational Electives (3 credits from the list below)</i>		
_____	BUSN 1300	Introduction to Business	3
_____	BUSN 2170	Web Page Design	2
_____	MKTG 1270	Visual Merchandising	3
_____	MKTG 2010	Small Business Management	3

-and-

Choose one of the following specializations

	<i>Specific Occupational Courses (Entrepreneurship Specialization)</i>		
_____	MKTG 1210	Services Marketing	3
	-or-		
_____	MKTG 2070	Buying and Merchandising	(3)
_____	MKTG 2010	Small Business Management	3
_____	MKTG 2210	Entrepreneurship	6
	<i>Specific Occupational Courses (E-Business Specialization)</i>		
_____	BUSN 2170	Web Page Design	2
_____	MKTG 1210	Services Marketing	3
	-or-		
_____	MKTG 2070	Buying and Merchandising	(3)
_____	MKTG 2210	Entrepreneurship	6