

*School of Business and Public Services*

# Marketing Management Degree—65 Credit Hours

*Program Chair: [wanda.benjamin@westgatech.edu](mailto:wanda.benjamin@westgatech.edu)*

*Courses may rotate among the following locations: Douglas and Online*

Complete	General Education Course Number (credits)	Course Name	Prerequisite	Notes
<input type="checkbox"/>	<p><b>**Learning Support Courses</b> (refer to Admissions evaluation).            Examples include: ENGL 0998, ENGL 0996/1101, MATH 0090 and MATH 0999/1111            Not available online; courses must be completed on campus if student is provisional and not regular status.</p> <p><i>These courses are not calculated into students' institutional GPA. Learning support courses are individually assigned based on admissions testing results and program requirements. 0096 courses must be completed with the Adult Education department before starting college program—contact Admissions for questions regarding evaluations.</i></p>			
<input type="checkbox"/>	Area I: **ENGL 1101 (3)	Composition and Rhetoric	Degree program admission level writing and reading competency	
<input type="checkbox"/>	Area II: (3)	Choose One	See Catalog	
<input type="checkbox"/>	Area III: **MATH 1111 (3) —OR— MATH 1101 (3)	College Algebra —OR— Mathematical Modeling	Degree program admission level algebra competency	
	Area IV (3) <b>Choose One:</b> ARTS 1101 MUSC 1101 THEA 1101  HUMN 1101 ENGL 2110 ENGL 2130 ENGL 2310	<b>Choose One:</b> Art Appreciation Music Appreciation Theater Appreciation  Introduction to Humanities World Literature American Literature English Literature	Degree program admission level writing and reading competency  ENGL 1101 ENGL 1101 and ENGL 1102 ENGL 1101 and ENGL 1102 ENGL 1101 and ENGL 1102	
<input type="checkbox"/>	Additional 3 hours from Area I, II, III or IV	Choose One	See Catalog	
<input type="checkbox"/>	Additional 3 hours from Area I, II, III or IV	Choose One	See Catalog	

**\*\*First term suggestion:** All assigned learning support and/or—ENGL 1101, MATH 1111, MKTG 1100 and CISM 2201

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<input type="checkbox"/>	**ACCT 1100 (4)	Financial Accounting I		
<input type="checkbox"/>	**CISM 2201 (3)	Foundations in Computer Applications	None	
<input type="checkbox"/>	MGMT 1100 (3)	Principles of Management	None	
<input type="checkbox"/>	MKTG 1100 (3)	Principles of Marketing	None	
<input type="checkbox"/>	MKTG 1130 (3)	Business Regulations and Compliance	None	
<input type="checkbox"/>	MKTG 1160 (3)	Professional Selling	None	
<input type="checkbox"/>	MKTG 1190 (3)	Integrated Marketing Communications	None	
<input type="checkbox"/>	MKTG 2090 (3)	Marketing Research	MKTG 1100	
<input type="checkbox"/>	BUSN 1190 -OR- BUSN 1430	Digital Technologies in Business  Desktop Publishing and Presentation Applications	CISM 2201  CISM 2201	

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Complete	Occupational Elective Course Number ( 9 credits)	Course Name	Prerequisite	Notes
	Choose 9 credit hours from below:			
<input type="checkbox"/>	MKTG 1270 (3)	Visual Merchandising	None	
<input type="checkbox"/>	MKTG 2000 (3)	Global Marketing	MKTG 1100	
<input type="checkbox"/>	MKTG 2290 (3)	Marketing Internship/Practicum	Program Advisor Approval	
<input type="checkbox"/>	MKTG 2300 (3)	Marketing Management	MKTG 1100	

### And Choose ONE of the following Specializations:

Entrepreneurship Specialization (12 Credits)				
Complete	Occupational Course Number (credits)	Course Name	Prerequisite	Notes
<input type="checkbox"/>	MKTG 1210 (3) -OR- MKTG 2070 (3)	Services Marketing  Buying and Merchandising	None	
<input type="checkbox"/>	MKTG 2010 (3)	Small Business Management	None	
<input type="checkbox"/>	MKTG 2210 (6)	Entrepreneurship	Regular status (all learning support complete or no learning support required)	

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<b>E-Business Specialization (11 Credits)</b>				
<b>Complete</b>	<b>Occupational Course Number (credits)</b>	<b>Course Name</b>	<b>Prerequisite</b>	<b>Notes</b>
<input type="checkbox"/>	BUSN 2170 (2)	Web Page Design	CISM 2201 and Regular status (all learning support complete or no learning support required)	
<input type="checkbox"/>	MKTG 1210 (3) -OR- MKTG 2070 (3)	Services Marketing  Buying and Merchandising	None	
<input type="checkbox"/>	MKTG 2210 (6)	Entrepreneurship	Regular status (all learning support complete or no learning support required)	
<b>Sports Marketing (12 Credits)</b>				
<b>Complete</b>	<b>Occupational Course Number (credits)</b>	<b>Course Name</b>	<b>Prerequisite</b>	<b>Notes</b>
<input type="checkbox"/>	MKTG 1280 (3)	Introduction to Sports and Recreation Management	Regular status (all learning support complete or no learning support required)	
<input type="checkbox"/>	MKTG 2080 (3)	Regulations and Compliance in Sports	Regular status (all learning support complete or no learning support required)	
<input type="checkbox"/>	MKTG 2180 (3)	Principles of Sports Marketing	None	
<input type="checkbox"/>	MKTG 2280 (3)	Sports Management	MKTG 1280	

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<b>Social Media Marketing (12 Credits)</b>				
<b>Complete</b>	<b>Occupational Course Number (credits)</b>	<b>Course Name</b>	<b>Prerequisite</b>	<b>Notes</b>
<input type="checkbox"/>	MKTG 1370 (3)	Consumer Behavior	Regular status (all learning support complete or no learning support required)	
<input type="checkbox"/>	MKTG 2500 (3)	Exploring Social Media	MKTG 1100	
<input type="checkbox"/>	MKTG 2550 (3)	Analyzing Social Media	MKTG 1100	
<input type="checkbox"/>	MKTG XXXX (3)	Marketing Elective	See Catalog	

This program is eligible for Federal Aid including Pell Grant and federal student loans and may be eligible for Institutional and State Financial Aid. Contact the Financial Aid office for eligibility requirements and application materials.

As set forth in its student catalog, West Georgia Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, or citizenship status (except in those special circumstances permitted or mandated by law).

**\*\*First term suggestion:** All assigned learning support and/or—ENGL 1101, MATH 1111, MKTG 1100 and CISM 2201

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