

School of Business and Public Services

Marketing Management Diploma MM12—43 Credit Hours

Program Chair: tim.white@westgatech.edu

Courses may rotate among the following locations: Douglas and Online

Complete	General Education Course Number (credits)	Course Name	Pre-requisite	Notes
<input type="checkbox"/>	<p>** Learning Support Courses (refer to Admissions evaluation). Examples include: ENGL 0998 and MATH 0091/1012 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"/>	ENGL 1010 (3)	Fundamentals of English I	Diploma program admission level writing and reading competency	
<input type="checkbox"/>	EMPL 1000 (2) -OR- PSYCH 1010 (3)	Interpersonal Relations and Professional Development Basic Psychology	None	
<input type="checkbox"/>	MATH 1011 (3) -OR- MATH 1012(3)	Business Math Foundations of Mathematics	Diploma program admission level math competency	
Complete	Occupational Course Number (credits)	Course Name	Pre-requisite	Notes
<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 1270 (3)	Visual Merchandising	None	
<input type="checkbox"/>	MKTG 1190 (3)	Integrated Marketing Communications	None	

School of Business and Public Services

Marketing Management Diploma MM12—43 Credit Hours

Program Chair: tim.white@westgatech.edu

Courses may rotate among the following locations: Douglas and Online

Complete	Occupational Course Number (credits)	Course Name	Pre-requisite	Notes
<input type="checkbox"/>	MKTG 2090 (3)	Marketing Research	MKTG 1100	
<input type="checkbox"/>	MKTG 2290 (3) -OR- MKTG 2300 (3)	Marketing Internship/Practicum Marketing Management	Program Advisor Approval 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)	

School of Business and Public Services

Marketing Management Diploma MM12—43 Credit Hours

Program Chair: tim.white@westgatech.edu

Courses may rotate among the following locations: Douglas and Online

E-Business Specialization (11 Credits)				
Complete	Occupational Course Number (credits)	Course Name	Prerequisite	Notes
<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)	

Sports Marketing (12 Credits)				
Complete	Occupational Course Number (credits)	Course Name	Prerequisite	Notes
<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	

School of Business and Public Services

Marketing Management Diploma MM12—43 Credit Hours

Program Chair: tim.white@westgatech.edu

Courses may rotate among the following locations: Douglas and Online

Social Media Marketing (12 Credits)				
Complete	Occupational Course Number (credits)	Course Name	Prerequisite	Notes
<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).