



Marketing Management Degree (MM13)- 65 Credit Hours Entrepreneurship Specialization

Program Description:

The Marketing Management associate degree 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. Graduates may find employment as buyers, advertising managers, retail store managers, tellers, general merchandise salespersons, merchandise displayers, department managers, or any of many other marketing related jobs. Any of the above employment opportunities should provide the graduate experience to assist in opening his or her own business. Starting salaries are approximately \$36,000 per year.

Contact:

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Website:

<https://www.westgatech.edu/program-explorer/business-accounting/marketing-management/>

Pre-Degree Requirements					
Program Specific					
<ul style="list-style-type: none"> GPA 2.0 or higher 					
<p>Set the Track, Start the Track, Stay on Track</p> <p><i>Meet with an Advising Coach to Stay on Track. S = Semester; CR = Credit Hours; FA = Fall; SP = Spring; SU = Summer</i></p> <p>*** Accreditation Council for Business Schools and Programs (ACBSP) offers accreditation services to business programs focused on teaching and learning. ACBSPs evaluate and determine whether the business schools and programs meet applicable and recognized standards.</p>					
✓	Grade	Semester 1	S	CR	Notes & Milestones
		ENGL 1101 Composition and Rhetoric	ALL	3	Program Admission
		MATH 11 College Algebra	ALL	3	Program Admission
		MGMT 1100 Principles of Management	ALL	3	Program Admission
		MKTG 1130 Business Regulations and Compliance	FA SU	3	
				12	Program Semester Hours
✓	Grade	Semester 2	S	CR	Notes & Milestones
		MKTG 1100 Principles of Marketing	ALL	3	
		ACCT 1100 Financial Accounting I	ALL	4	
		MKTG 1190 Integrated Marketing Communications	FA SP	3	
		CISM 2201 Foundations of Computer Applications	ALL	3	
				13	Program Semester Hours

✓	Grade	Semester 3	S	CR	Notes & Milestones
		MKTG 1160 Professional Selling	SU	3	
		MKTG 2090 Marketing Research	SU	3	MKTG 1100 prerequisite grade of C or better
				6	Program Semester Hours
✓	Grade	Semester 4	S	CR	Notes and Milestones
		Additional 3 hours from Area I, II, III or IV	ALL	3	List of Area I, II, III and IV courses
		BUSN 1190 Digital Technologies in Business -OR- BUSN 1430 Desktop Publishing and Presentation Applications	FA SU SP	2 4	CISM 2201 prerequisite grade of C or better
		Additional 3 hours from Area I, II, III or IV	ALL	3	List of Area I, II, III and IV courses
		Area IV: Choose One: ARTS 1101 Art Appreciation or MUSC 1101 Music Appreciation or THEA 1101 Theater Appreciation or HUMN 1101 Introduction to Humanities or RELG 1101 World Religions or ENGL 2110 World Literature or ENGL 2130 American Literature or ENGL 2310 English Literature	ALL	3 3 3 3 3 3 3 3	Program Admission Program Admission Program Admission ENGL 1101 with a grade of C or better ENGL 1101 with a grade of C or better ENGL 1101 with a grade of C or better ENGL 1101 with a grade of C or better ENGL 1101 with a grade of C or better
				13	Program Semester Hours
✓	Grade	Semester 5	S	CR	Notes and Milestones
		Choose 9 credit hours from list below: MKTG 1270 Visual Merchandising MKTG 2000 Global Marketing MKTG 2290 Marketing Internship/Practicum MKTG 2300 Marketing Management	FA SP FA SP SP	3 3 3 3	None MKTG 1100 Program Advisor Approval only MKTG 1100
		Area II:	ALL	3	List of Area II
				12	Program Semester Hours
✓	Grade	Semester 6	S	CR	Notes and Milestones
		MKTG 1210 Services Marketing -OR- MKTG 2070 Buying and Merchandising	FA	3	
		MKTG 2010 Small Business Management	FA	3	
		MKTG 2210 Entrepreneurship	SP	6	
				12	Program Semester Hours

Always check online <https://www.westgatech.edu/> and meet with your Advising or Faculty Coach to ensure you are viewing the latest and most accurate information.

Note: If a course is full or unavailable when you to attempt to register, please select an available course from any term listed, given you have satisfied the required pre-requisite.

Employment Opportunities: <https://www.westgatech.edu/student-life/career-services/>

Articulation Agreements: <https://www.westgatech.edu/admissions/registrars-office/articulation-agreements/>

Financial Aid by Program: <https://www.westgatech.edu/wp-content/uploads/2019/02/WGTC-Available-Aid-By-Program-11-17-2023.pdf>

***Accreditation Council for Business Schools and Programs is student-centered. It measures and analyzes Schools of Business and Programs for quality, ensuring students gain the right skills from their educational investment. Institutions with programs accredited by ACBSP are committed to continuous improvement that provides their business program will give students the skills employers want. ACBSP accreditation provides better marketability for students, giving them a competitive advantage in the hiring process.

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, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member, or citizenship status (except in those special circumstances permitted or mandated by law). The following persons have been designated to handle inquiries regarding the non-discrimination policies: Equity (Title IX) Coordinator, Dean of Students, 770.537.5722, 176 Murphy Campus Blvd., Waco, GA 30182. ADA (Section 504) Coordinator for Students: Career and Student Support Services Manager, 770.824.5245, 176 Murphy Campus Blvd., Waco, GA 30182