



Marketing Management Degree (MM13)- 65 Credit Hours

Social Media 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 \$42,000 per year.

Contact:

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Website:

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

Pre-Degree Requirements

Program Specific

- GPA 2.0 or higher

Set the Track, Start the Track, Stay on Track

Meet with an Advising Coach to Stay on Track. S = Semester; CR = Credit Hours; FA = Fall; SP = Spring; SU = Summer
 *** 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.



✓	Grade	Semester 1	S	CR	Notes & Milestones
		ENGL 1101 Composition and Rhetoric	ALL	3	Program Admission
		MATH 1111 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
		MKTG 2030 Digital Publishing and Design	ALL	3	
		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: Choose one	ALL	3	List of Area II
				12	Program Semester Hours
✓	Grade	Semester 6	S	CR	Notes and Milestones
		MKTG 1370 Consumer Behavior	SP	3	
		MKTG 2500 Exploring Social Media	FA	3	
		MKTG 2550 Analyzing Social Media	SP	3	
		MKTG XXXX any Marketing Elective	ALL	3	See catalog
				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 complies with the Technical College System of Georgia (TCSG). The TCSG State Board prohibits discrimination on the basis of an individual's age, color, disability, genetic information, national origin, race, religion, sex, or veteran status ("protected status"). No individual shall be excluded from participation in, denied the benefits of, or otherwise subjected to unlawful discrimination, harassment, or retaliation under, any TCSG program or activity because of the individual's protected status; nor shall any individual be given preferential treatment because of the individual's protected status, except the preferential treatment may be given on the basis of veteran status when appropriate under federal or state law. The following person(s) has been designated to manage inquiries regarding the nondiscrimination policies: Equity (Title IX) Coordinator: Melinda Hofius, Dean of Students 770.537.5722, 176 Murphy Campus Blvd., Waco, GA 30182; ADA (Section 504) Coordinators: Students: Zelma Jones, Career and Student Support Services Manager, 770.824.5245, 176 Murphy Campus Blvd., Waco, GA 30182, Student504@westgatech.edu, Employees: Teresa Jiles, Human Resources Manager, 770.537.6056, 176 Murphy Campus Blvd., Waco, GA 30182, wgctcHR@westgatech.edu.