



Marketing Management Diploma (MM12)- 43 Credit Hours

Program Description:

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. Graduates may find employment as entry level 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 \$39,000 per year.

Contact:

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Program Director, Business and Marketing Management
 770-947-7228
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Website:

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

Pre-Diploma 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

✓	Grade	Semester 1	S	CR	Notes & Milestones
	Y	ENGL 1010 Fundamentals of English	ALL	3	Program Admission
	Y	MATH 1012 Foundations of Math -OR- MATH 1011 Business Math	ALL	3	Program Admission
	Y	MKTG 1100 Principles of Marketing	ALL	3	Program Admission
	Y	MKTG 1270 Visual Merchandising	FA	3	
				12	Program Semester Hours
✓	Grade	Semester 2	S	CR	Notes & Milestones
	Y	MKTG 2290 Marketing Internship/Practicum -OR- MKTG 2300 Marketing Management	SP	3	Prerequisite MKTG 1100 Program Advisor Approval only
			SP	3	
	Y	EMPL 1000 Interpersonal Relations and Professional Development -OR- PSYC 1010 Basic Psychology	ALL	2	
				3	
	Y	MKTG 1190 Integrated Marketing Communications	FA SP	3	
	Y	CISM 2201 Foundations of Computer Applications	ALL	3	
				12	Program Semester Hours

✓	Grade	Semester 3	S	CR	Notes & Milestones
	Y	MKTG 1130 Business Regulations and Compliance	FA SU	3	
	Y	MKTG 1160 Professional Selling	SU	3	
	Y	MKTG 2090 Marketing Research	SU	3	MKTG 1100 prerequisite grade of C or better
				9	Program Semester Hours
✓	Grade	Semester 4	S	CR	Notes and Milestones
Must choose ONE specialization below (12 credits)					
Entrepreneurship Specialization					
		MKTG 1210 Services Marketing -OR- MKTG 2070 Buying and Merchandising	FA	3	
		MKTG 2010 Small Business Management	FA	3	
		MKTG 2210 Entrepreneurship	SP	6	
Social Media Marketing Specialization					
		MKTG 1370 Consumer Behavior	SP	3	
		MKTG 2500 Exploring Social Media	FA	3	
		MKTG 2550 Analyzing Social Media	SP	3	
		MKTG XXXX Marketing Elective	ALL	3	
				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/>

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

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, wgtchr@westgatech.edu.