

School of Business and Public Services

Business Management Degree MD13—64 Credit Hours

Marketing Specialization

Douglas Faculty: Kellie.McWhorter@westgatech.edu **LaGrange/Coweta Faculty:** Walt.Edwards@westgatech.edu

Courses may rotate among the following locations: Coweta, Douglas, LaGrange and Online

Complete	General Education Course Number (credits)	Course Name	Prerequisite	Notes
<input type="checkbox"/>	**Learning Support Courses (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. <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>			
<input type="checkbox"/>	Area I: **ENGL 1101 (3)	Composition and Rhetoric	Program Admission	
<input type="checkbox"/>	Area II: (3)	Choose One		List of AREA I, II, III and IV Courses¹
<input type="checkbox"/>	Area III: **MATH 1111 (3)	College Algebra	Program Admission	
<input type="checkbox"/>	Area IV (3) Choose One: ARTS 1101 MUSC 1101 THEA 1101 HUMN 1101 RELG 1101 ENGL 2110 ENGL 2130 ENGL 2310	Choose One: Art Appreciation Music Appreciation Theater Appreciation Introduction to Humanities World Religions World Literature American Literature English Literature	Program Admission Program Admission Program Admission ENGL 1101 ENGL 1101 ENGL 1101 ENGL 1101 ENGL 1101	
<input type="checkbox"/>	Additional 3 hours from Area I, II, III or IV	Choose One		List of AREA I, II, III, or IV Courses
<input type="checkbox"/>	Additional 3 hours from Area I, II, III or IV	Choose One		List of AREA I, II, III, or IV Courses

¹<https://westgatech.smartcatalogiq.com/en/2023-2024/student-catalog/academic-programs/associate-degrees/>

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Complete	Occupational Course Number (credits)	Course Name	Prerequisite	Notes
<input type="checkbox"/>	ACCT 1100 (4)	Financial Accounting I	Program Admission	
<input type="checkbox"/>	**CISM 2201 (3)	Foundations of Computer Applications	None	
<input type="checkbox"/>	**MGMT 1100 (3)	Principles of Management	None	
<input type="checkbox"/>	MGMT 1105 (3)	Organizational Behavior	None	
<input type="checkbox"/>	MGMT 1110 (3)	Employment Rules and Regulations	None	
<input type="checkbox"/>	MGMT 1115 (3)	Leadership	None	
<input type="checkbox"/>	MGMT 1120 (3)	Introduction to Business	None	
<input type="checkbox"/>	MGMT 1125 (3)	Business Ethics	None	
<input type="checkbox"/>	MGMT 2115 (3)	Human Resource Management	None	
<input type="checkbox"/>	MGMT 2125 (3)	Performance Management	None	
<input type="checkbox"/>	MGMT 2215 (3)	Team Project	Program Admission	

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Complete	Specialization Course Number (credits)	Course Name	Prerequisite	Notes
	Marketing Choose 12 credits			
<input type="checkbox"/>	MKTG 1100 (3)	Principles of Marketing	None	
<input type="checkbox"/>	MKTG 1190 (3)	Integrated Marketing Communications	None	
<input type="checkbox"/>	MKTG 2500 (3)	Exploring Social Media	Program Admission	
<input type="checkbox"/>	MKTG XXXX (3)	Marketing Elective		Choose any MKTG course

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).