

Marketing Management Associate of Applied Science (MM13)

DESCRIPTION

The Marketing Management program is designed to prepare students for employment in a variety of positions in today's marketing and management fields. The Marketing Management 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 management. Graduates of the program receive a Marketing Management associate of applied science degree with specializations in, entrepreneurship, marketing management, professional selling, and retail management.

EMPLOYMENT OPPORTUNITIES

Graduates of the Associate of Applied Science in Marketing Management are prepared for employment as managers and assistant managers in sales, advertising, customer service, and public relations.

Academic instruction and practical application prepare graduates to review market research data on customers' preferences and to oversee marketing, advertising, publicity, and promotional activities.

ADMISSIONS CRITERIA

1. Submit a completed application and application fee;
2. Be at least 16 years of age;
3. Submit official high school transcript or GED transcript;
4. Submit official college transcripts, if applicable;
- Meet the following assessment requirements:

TEST	Reading	Writing	Numerical	Algebra
COMPASS	79	62	NA	37
SAT	450	NA	440	NA
ACT	17	16	19	NA

MARKETING MANAGEMENT DEGREE CURRICULUM

The curriculum for the Marketing Management degree program is designed for the semester system. A student may enter the program any semester. Students must complete one of the following specialization areas: entrepreneurship, marketing management, professional selling, and retail management.

To graduate, degree-seeking students must earn a minimum of 63 semester credit hours. The program requires a minimum of 1860 contact hours and generally takes 5 semesters to complete.

<u>Program Courses</u>	<u>Credits</u>
General Education Core	15
Area I - Language Arts/Communications	3
ENGL 1101 - Composition and Rhetoric	
Area II - Social/Behavioral Sciences	3
PSYC 1101-Introduction to Psychology	
SOCI 1101-Introduction to Sociology	
ECON 1101-Principles of Economics	
ECON 2105-Macroeconomics	
Area III - Natural Sciences/Mathematics (Select 1)	3
MATH 1100 - Quantitative Skills and Reasoning	

MATH 1101 - Mathematical Modeling	
MATH 1111 - College Algebra	
Area IV - Humanities/Fine Arts	3
ENGL 2130-American Literature	
HUMN 1101-Humanities	
MUSC 1101-Music Appreciation	
Program-Specific Requirements	3
General Core Elective	
Occupational Courses	48
COMP 1000 - Introduction to Computers* (OL)	3
ACCT 1100 - Financial Accounting I	4
BUSN 1190 - Digital Technologies in Business	2
MKTG 1100 - Principles of Marketing* (OL)	3
MKTG 1190 - Integrated Marketing Communications (OL)	3
MKTG 2090 - Marketing Research	3
MKTG 1160 - Professional Selling (OL)	3
MKTG 1130 - Business Regulations and Compliance OR ACCT 2140 Legal Environment of Business (OL)	3
MGMT 1100 - Principles of Management	3
MKTG 2300 - Marketing Management	3
Elective	3
<i>Select One</i>	
MKTG 2000 - International Marketing	3
MKTG 2290 - Marketing Internship/Practicum	3
Specializations - Select One of the Six Areas	
<i>Marketing Management</i>	
MKTG 1370 - Consumer Behavior	3
MKTG 2060 - Marketing Channels	3
Marketing Elective	3
<i>Select One</i>	
MKTG 1210 - Services Marketing (OL)	3
MKTG 2070 - Buying and Merchandising (OL)	3
<i>Entrepreneurship</i>	
MKTG 2210 – Entrepreneurship (OL)	6
MKTG 2010 - Small Business Management (OL)	3
<i>Select One</i>	
MKTG 2070 - Buying and Merchandising (OL)	3

MKTG 1210 - Services Marketing	3
<i>Retail Management</i>	
MKTG 1270 - Visual Merchandising	3
MKTG 1370 - Consumer Behavior	3
MKTG 2070 - Buying and Merchandising (OL)	3
MKTG 2270 - Retail Operations Management	3
<i>Professional Selling</i>	
MKTG 2060 - Marketing Channels	3
MKTG 1370 - Consumer Behavior	3
MKTG 1210 - Services Marketing (OL)	3
MKTG 2160 - Advanced Selling	3

(OL) designation indicates course may be available online during selected semesters. * "C" or higher grade is required for this course.

PROGRAM COSTS

Tuition/Fees: \$5,500

Books/Supplies: \$1,500

(Costs are estimates and are subject to change.)

TOP 10 REASONS

why OTC is the right choice for you!

1. Great-paying careers!
2. Strong **job placement!**
3. Affordable tuition with financial aid options you don't have to pay back!
4. Over 100 majors to choose from!
5. Flexible class scheduling: day, evening, and online classes!
6. Faculty with real-world experience
7. Hands-on learning
8. Small class sizes
9. An Associate's Degree, diploma, or certificate in less 2 years or less!
10. We **GUARANTEE** your education!

GET STARTED TODAY!

1. Select a program! Free career counseling is available.
2. Review the Admissions Checklist and APPLY online at www.ogeecheetech.edu!
3. Plan for expenses. You can view tuition and fees and available financial aid options online as well.

QUESTIONS:

Contact Admissions at 912.688.6994 or via email at enrollmentservices@ogeecheetech.edu!

Ogeechee Technical College does not discriminate on the basis of race, color, national origin, gender or disability. The following individuals have been designated to coordinate the College's implementation of nondiscrimination policies: Kelli Waters, Title IX Coordinator, Office 143D, JEK Building, 912.871.1885 and Penny Hendrix, ADA/Section 504 Coordinator, Office 171E, JEK Building, 912.486.7211.