

Marketing Management Diploma (MM12)

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 diploma with specializations in entrepreneurship, marketing management, professional selling, and retail management.

EMPLOYMENT OPPORTUNITIES

The field of marketing is broad and offers employment opportunities in a number of areas. Academic instruction and practical application prepare graduates of the Marketing Management program for a variety of entry-level jobs such as sales (retail and outside selling), advertising, customer service, public relations, and management training options.

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
COMPASS	70	32	26
SAT	430	NA	400
ACT	13	12	17

MARKETING MANAGEMENT DIPLOMA CURRICULUM

The curriculum for the Marketing Management diploma 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, diploma-seeking students must earn a minimum of 56 semester credit hours. The program requires a minimum of 1800 contact hours and generally takes 4 semesters to complete.

<u>Program Courses</u>	<u>Credits</u>
Basic Skills Courses	8
ENGL 1010 - Fundamentals of English I	3
MATH 1011 - Business Math	3
Select one of the following courses:	2
EMPL 1000 - Interpersonal Relations and Professional Development (OL)	
PSYC 1010 - Basic Psychology	
Occupational Core 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	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
MKTG 2300 - Marketing Management	3
Guided Elective	3
<i>Select One</i>	
BUSN 1300 - Introduction to Business	3
MGMT 1100 - Principles of Management	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 2060 - Marketing Channels	3
MKTG 1370 - Consumer Behavior	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 1210 - Services Marketing (OL)	3
MKTG 2070 - Buying and Merchandising (OL)	3
<i>Retail Management</i>	
MKTG 1270 - Visual Merchandising	3
MKTG 2070 - Buying and Merchandising (OL)	3
MKTG 2270 - Retail Operations Management	3
MKTG 1370 - Consumer Behavior	3
<i>Professional Selling</i>	
MKTG 1210 - Services Marketing (OL)	3
MKTG 2160 - Advanced Selling	3
MKTG 2060 - Marketing Channels	3
MKTG 1370 - Consumer Behavior	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: \$4,845

Books/Supplies: \$1,350

(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.