

Program Curriculum

<i>First Semester Freshman</i>	<i>Semester Hours</i>
MMT 1113 Principles of Marketing	3
MMT 1753 Marketing Seminar	3
MMT 2423 Retail Management	3
ENG 1113 English Composition I	3
Computer Related Elective	3
Social/Behavioral Science Elective	3
LLS 1311 Orientation	<u>1</u>
Total Hours	19

<i>Second Semester</i>	<i>Semester Hours</i>
BAD 2413 Legal Environment of Business	3
MMT 1123 Marketing Management	3
MMT 1313 Professional Sales	3
MMT 1413 Retail Math	3
Humanities/Fine Arts Elective	<u>3</u>
Total Hours	15

<i>Third Semester Sophomore</i>	<i>Semester Hours</i>
MMT 1323 Advertising	3
MMT 2513 Entrepreneurship	3
MMT 2613 International Marketing	3
Accounting Elective	3
Mathematics/Science Elective	<u>3</u>
Total Hours	15

<i>Fourth Semester</i>	<i>Semester Hours</i>
MMT 2213 Principles of Management	3
MMT 2233 Principles of Human Resource Management	3
MMT 2313 E-Commerce Marketing	3
SPT 1113 Oral Communication	3
Restricted Elective as listed in Catalog	<u>3</u>
Total Hours	15

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Career Technical Education

Business and Marketing Management

Program Description

The Business and Marketing Management program of study prepares the graduate for careers in marketing, professional sales, advertising, management, retail management, entrepreneurship, and human resource management. A combination of class work and practical experience gives students the opportunity to acquire the background and skills necessary to enter the business and community workforce in positions leading to the mid-management level and higher.

Completion of the two-year program leads to an Associate of Applied Science degree.

Admission Requirements

Priority given to applicants with ACT composite of 16 or equivalent placement test score.

Job Opportunities

Professional Sales, Public Relations, Advertising, Human Resource Management, Buyer, Retail Management, Merchandising, Marketing, E-Commerce, Management, Marketing Research and Entrepreneur/Business Owner.

Contact Information

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