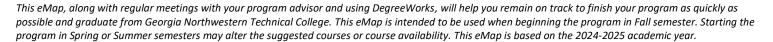
Marketing Management (MM13) Associate of Applied Science eMap





Please note: This eMap follows the Marketing Management AAS Degree with a Marketing Management Specialization, however, students can select a Specialization based on their interest. See Specialization Courses info in program planning notes and page 2 of this eMap.

1st set of suggested courses			
Course		Hours	Completed
MKTG 1100	Principles of Marketing	3	
MKTG 1160	Professional Selling	3	
MKTG 1190	Integrated Marketing Communications	3	
MKTG 1370	Consumer Behavior (Specialization Course)	3	

2 nd set of suggested courses			
Course		Hours	Completed
MKTG 1130	Business Regulations and Compliance	3	
MKTG 1210	Services Marketing (Specialization Course)	3	
OR	OR		
MKTG 2070	Buying and Merchandising (Specialization Course)		
ENGL 1101	Composition and Rhetoric	3	
COMP 1000	Introduction to Computer Literacy	3	

3 rd set of suggested courses			
Course		Hours	Completed
MATH 1103	Quantitative Skills and Reasoning	3	
MKTG xxxx	MKTG elective (Specialization Course)	3	

MATH 1103 is the recommended course. Additional courses may be available to meet that requirement. See Course Catalog for more info.

4 th set of suggested courses			
Course		Hours	Completed
XXXX xxxx	Social/ Behavioral Sciences Elective	3	
MGMT 1100	Principles of Management	3	
ACCT 1100	Financial Accounting I	4	
MKTG xxxx	MKTG Elective (Specialization Course)	3	

Course		Hours	Completed
MKTG 2090	Marketing Research (Prerequisite: MKTG 1100)	3	
MKTG 2300	Marketing Management (Prerequisite: MKTG 1100)	3	
MKTG 2290	Marketing Internship / Practicum	3	
BUSN 1190	Digital Technologies in Business (Prerequisite: COMP 1000)	2	
OR	OR	OR	
BUSN 1430	Desktop Publishing and Presentation	4	
	Applications (Prerequisite: COMP 1000)	OR	
		3	

MKTG 2300, MKTG 2290, BUSN 1190 OR BUSN 1430 are the recommended courses. Additional courses may meet these requirements See course Catalog for more info.

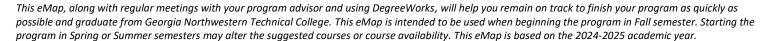
6 th set of suggested courses			
Course		Hours	Completed
XXXX xxxx	Humanities/ Fine Arts Elective	3	
XXXX xxxx	General Education Core Elective (Areas I, II, or III)	3	
XXXX xxxx	Occupational Elective	3	

Total Credit Hours: 62 Minimum Credit Hours Required for Graduation

Marketing Management AAS Degree Planning Notes:

- Courses for this Associates Degree are offered at the Floyd County Campus.
- Specialization Courses (see list page 2): Students must complete 11-12 Credit Hours of a Specialization. Student should select a Specialization and insert those courses where 'Specialization Course' is noted in the eMap (Sets/terms may vary based on preferred specialization and course availability).
- If all courses are taken as listed in the 1st set, student will earn a Marketing Specialist Certificate at the end of the 1st set. Please note: MKTG 1370 counts as the MKTG Elective required for the Marketing Specialist Certificate.
- If Learning Support courses are needed the timeframe for completion of this program will be longer.

Marketing Management (MM13) Associate of Applied Science eMap





MARKETING MANAGEMENT AAS DEGREE SPECIALIZATIONS (11-12 Credit Hours)

Please Note: Students must choose one specialization to complete the Marketing Management AAS Degree.

Marketing Management Specialization			
Course		Hours	Completed
MKTG 1370	Consumer Behavior	3	
MKTG 2060 OR MKTG xxxx	Marketing Channels OR Marketing Elective	3	
MKTG 1210 OR MKTG 2070	Services Marketing OR Buying and Merchandising	3	
MKTG xxxx	Marketing Elective	3	

Marketing Management Specialization courses were used in the Marketing Management (MM12) Diploma eMap on page 1.

Entrepreneurship Specialization			
Course		Hours	Completed
MKTG 2210	Entrepreneurship	6	
MKTG 2010	Small Business Management	3	
MKTG 2070 OR	Buying and Merchandising OR	3	
MKTG 1210	Services Marketing		

e-Business Specialization			
Course		Hours	Completed
MKTG 2210	Entrepreneurship	6	
BUSN 2170	Web Page Design	2	
MKTG 2070 OR MKTG 1210	Buying and Merchandising OR Services Marketing	3	

Retail Management Specialization			
Course		Hours	Completed
MKTG 1270	Visual Merchandising	3	
MKTG 1370	Consumer Behavior	3	
MKTG 2070	Buying and Merchandising	3	
MKTG 2270	Retail Operations Management	3	

Professional Selling Specialization			
Course		Hours	Completed
MKTG 2060	Marketing Channels	3	
OR	OR		
MKTG xxxx	Marketing Elective		
MKTG 1370	Consumer Behavior	3	
MKTG 1210	Services Marketing	3	
MKTG 2160	Advanced Selling	3	

Additional information for the Marketing Management AAS Degree and program requirements can be found at <u>GNTC 2024-2025 Catalog</u>.