

Marketing Management (MM12)

Diploma eMap

This eMap, along with regular meetings with your program advisor and using DegreeWorks, will help you remain on track to finish your program as quickly as possible and graduate from Georgia Northwestern Technical College. This eMap is intended to be used when beginning the program in Fall semester. Starting the program in Spring or Summer semesters may alter the suggested courses or course availability. This eMap is based on the 2026-2027 academic year.



Please note: This eMap follows the Marketing Management Diploma 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.

1 st 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	☐
XXXX xxxx	MKTG Elective (Specialization Course)	3	☐
ENGL 1005	Applied Technical Communication	3	☐
MKTG 2090	Marketing Research (Prerequisite: MKTG 1100)	3	☐

3 rd set of suggested courses			
Course		Hours	Completed
MATH 1011	Business Math	3	☐
MKTG xxxx	MKTG Elective (Specialization Course)	3	☐

MATH 1011 is the recommended course. Additional courses may be available to meet that requirement. See Course Catalog for more info.

Total Credit Hours: 42 Minimum Credit Hours Required for Graduation

4 th set of suggested courses			
Course		Hours	Completed
MKTG xxxx	MKTG Elective (Specialization Course)	3	☐
EMPL 1000	Interpersonal Relations and Professional Development	2	☐
MKTG 2300 OR MKTG 2290	Marketing Management (Prerequisite: MKTG 1100) OR Marketing Internship/ Practicum	3	☐
MKTG xxxx	Guided Elective	3	☐
COMP 1000 OR BUSN 1190 OR BUSN 1430	Introduction to Computer Literacy OR Digital Technologies in Business OR Desktop Publishing and Presentation Applications	3 OR 2 OR 4 OR	☐

EMPL 1000 and MKTG 2300 are the recommended courses. Additional courses may be available to meet these requirements. See Course Catalog for more info.

Marketing Management Diploma Planning Notes:

- Courses for this Diploma are offered at the Floyd County Campus.
- Specialization Courses (see list page 2): Students must complete 11-12 Credit Hours of a Specialization. Specializations include Marketing Management, Entrepreneurship, e-Business, Retail Management, Professional Selling. 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.
- The program advisor for MM12 is Mark Upton, mupton@gntc.edu

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MARKETING MANAGEMENT DIPLOMA SPECIALIZATIONS (11-12 Credit Hours)

Please Note: Students must choose one specialization in order 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 MKTG xxxx	Services Marketing OR Buying and Merchandising 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 MKTG 1210	Buying and Merchandising OR Services Marketing	3	☐

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 OR MKTG xxxx	Marketing Channels OR Marketing Elective	3	☐
MKTG 1370	Consumer Behavior	3	☐
MKTG 1210	Services Marketing	3	☐
MKTG 2160	Advanced Selling	3	☐

Additional information for the Marketing Management Diploma and program requirements can be found at [2026-2027 Catalog](#)