

Marketing Management (MM13)

Associate of Applied Science 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 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.

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 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	☐

5 th set of suggested courses			
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 Applications (Prerequisite: COMP 1000)	4	
		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	☐

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.
- The program advisor for MM13 is Mark Upton, mupton@gntc.edu.

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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	Marketing Channels	3	☐
OR	OR		
MKTG xxxx	Marketing Elective		
MKTG 1210	Services Marketing	3	☐
OR	OR		
MKTG 2070	Buying and Merchandising		
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	Buying and Merchandising	3	☐
OR	OR		
MKTG 1210	Services Marketing		

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

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	☐

Total Credit Hours: 62 Minimum Credit Hours Required for Graduation

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