



Marketing Management Program eMAP

Important!!

- *All online classes require one on campus visit per term!
- ** Set Up and Activate your Student CTC E-mail account!
- *** Register for Eagle Alert!

CTC Department of Public Safety: (770)-529-2311

Faculty Academic Advisors

- Lisa Lipkins-Hill Lisa.Lipkins-Hill@ChattahoocheeTech.edu
- Brian Moss Brian.Moss@ChattahoocheeTech.edu
- Rick Nelson Richard.Nelson@ChattahoocheeTech.edu
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General Academic Advisors

- Mike Marlatt Mike.Marlatt@ChattahoocheeTech.edu
- Jim Moore James.Moore@ChattahoocheeTech.edu
- Lucretia Sheppard Lucretia.Seppard@ChattahoocheeTech.edu

START HERE: Program of Study: *Diploma*

Complete any required MATH/ENGL/READ 0090 courses.

Note that these courses that can be taken while completing these courses: COMP1000/1500, MKTG1100, MKTG1130, MKTG1160, MKTG1190, MKTG1270, MKTG1370, MKTG2010, MKTG2060, MKTG2070, MGMT1100, MGMT1120

Then, complete your general education core classes if not completed above:

- COMP1000 / COMP1500
- ENGL1101
- PSYC1101
- MATH1101/ or 1111



These three courses are A.A.S. – level and enrollment in them is based on COMPASS test scores; Diploma-level ENGL/MATH/PSYC can be taken instead.

And your Occupational courses:

- MKTG1100 MKTG1190
- MKTG1130 MKTG2090^A
- MKTG1160 MKTG2300^A

Complete courses for your chosen specialization:

Marketing Management:

- MKTG1370
- MKTG2060
- MKTG2070
- MKTG2500 or MKTG1270 or MGMT1100

Entrepreneurship:

- MGMT2150
- MKTG2070
- MKTG2210

Social Media Marketing:

- MKTG1370
- MKTG2500^A
- MKTG2550^A
- MKTG1270 or MGMT1100 or MGMT2150

^APlease refer to the College Catalog for prerequisite courses for this course.

Submit petition to graduate: *Diploma in Marketing Management*

Then, if you are planning on continuing on to earning an Associate of Applied Science Degree, complete a Program Change form

Complete:

- ENGL 1101, PSYC1101 & MATH1101 (if not completed in Diploma)
- ARTS 1101/or ENGL 2130/or HUMN 1101/or MUSC 1101/or ENGL 2110/or THEA 1101
- Additional Education Core Area Class (See catalog for list of eligible courses).

Complete additional required Occupational Courses:

- ACCT1100 MKTG2000^A
- BUSN1190 or BUSN1430 One (1) Occupational-guided elective
- MGMT1100

Suggested occupational-guided electives^B:

- MGMT1120 MKTG2210
- MKTG1270 MKTG2500^A
- MKTG2010 MKTG2550^A
- MKTG2160

^BAny college course for which the student has the prerequisites may be used to satisfy this requirement.

Submit petition to graduate: *Associate of Applied Science degree in Marketing Management*

Note: Throughout the programs, you may earn Technical Certificates of Completion while completing your Diploma or Degree. Additional information can be found on the back of this sheet.

This eMAP along with meeting regularly with your program advisor and using DegreeWorks will help you stay on track to finish your program as quickly as possible and graduate from CTC.

Chattahoochee Technical College is a Unit of the Technical College System of Georgia and An Equal Opportunity Institution.

Chattahoochee Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, genetic information, veteran status, or citizenship status (except in those special circumstances permitted or mandated by law).

Revised August 15, 2015



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Marketing Management Technical Certificates of Completion

Except as noted, if the student completes any of these specialized certificates, the student will automatically earn the certificate.

Entrepreneurship

MKTG 1130 - Business Regulations and Compliance	3
MKTG 2210 – Entrepreneurship	6
MGMT 2150 - Small Business Management	3
TOTAL HOURS	12

Retail Merchandise Manager

MKTG 1370 - Consumer Behavior	3
MKTG 1270 - Visual Merchandising	3
MKTG 2070 - Buying and Merchandising	3
MGMT 2140: Retail Management	3
MGMT 1100 - Principles of Management	3
TOTAL HOURS	15

Small Business Marketing Manager

MKTG 1100 - Principles of Marketing	3
MKTG 1130 - Business Regulations and Compliance	3
MKTG 1160 - Professional Selling	3
MKTG 1190 - Integrated Marketing Communications	3
MGMT 2150 - Small Business Management	3
TOTAL HOURS	15

E-Commerce Marketer^c

MKTG 1100 - Principles of Marketing	3
COMP 1000 - Introduction to Computers	3
BUSN 1190 - Digital Technologies in Business	2
CIST 1510 - Web Development I	3
MKTG 2210 – Entrepreneurship	6
TOTAL HOURS	17

^cThis technical certificate requires coursework outside of the Marketing Management Associates Degree.

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