

Marketing Management Program eMAP

Text only 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

START HERE: [Program of Study: Diploma](#)

Complete any required MATH/ENGL/READ 0090 courses.

Note these courses that can be taken while completing these courses: COMP 1000/1500, MKTG 1100, MKTG 1130, MKTG 1160, MKTG 1190, MKTG 1270, MKTG 1370, MKTG 2010, MKTG 2060, MKTG 2070, MGMT 1100, MGMT 1120.

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

COMP 1000 / COMP 1500

The three below courses listed are A.A.S. level and enrollment in them is based on COMPASS test scores; Diploma level ENGL/MATH/PSYC can be taken instead:

- ENGL 1101
- PSYC 1101
- MATH 1101 or MATH 1111

And your Occupational courses:

- MKTG 1100
- MKTG 1130
- MKTG 1160
- MKTG 1190
- MKTG 2090 (Please refer to the College Catalog for prerequisite courses for this course)
- MKTG 2300 (Please refer to the College Catalog for prerequisite courses for this course)

Complete courses for your chosen specialization:

Marketing Management:

- MKTG 1370
- MKTG 2060
- MKTG 2070
- MKTG 2500 or MKTG 1270 or MGMT 1100

Entrepreneurship:

- MGMT 2150
- MKTG 2070
- MKTG 2210

Social Media Marketing:

- MKTG 1370
- MKTG 2500 (Please refer to the College Catalog for prerequisite courses for this course)
- MKTG 2550 (Please refer to the College Catalog for prerequisite courses for this course)
- MKTG 1270 or MGMT 1100 or MGMT 2150

[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, PSYC 1101 & MATH 1101 (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
- BUSN 1190 or BUSN 1430
- MGMT 1100
- MKTG 2000 (Please refer to the College Catalog for prerequisite courses for this course)
- One (1) Occupational-guided elective

Suggested occupational-guided electives (Any college course for which the student has the prerequisites may be used to satisfy this requirement)

- MGMT 1120
- MKTG 1270
- MKTG 2010
- MKTG 2160
- MKTG 2210
- MKTG 2500 (Please refer to the College Catalog for prerequisite courses for this course)
- MKTG 2550 (Please refer to the College Catalog for prerequisite courses for this course)

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

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

MGMT2150 – Small Business Management – 3

TOTAL HOURS – 12

Retail Merchandise Manager

MKTG 1370 – Consumer Behavior - 3

MKTG 1270 – Visual Merchandising - 3

MGMT 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 (This technical certificate requires coursework outside the Marketing Management Associates degree)

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

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.

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