



Marketing Management Program eMAP

START HERE: Program of Study: *Diploma*
Complete any required 0090 MATH/ENGL/READ courses.

Note that the following courses can be taken while completing any 0090 courses:
COMP1000/1500, MKTG1100, MKTG1130, MKTG1160, MKTG1190, MKTG1270,
MKTG1370, MKTG2060, MKTG2070, MGMT1100, MGMT1120, UAST1100

Then, complete your general education core classes:

ENGL1010
MATH1012
PSYC1010

If planning on competing the AAS Degree, ENGL1101, MATH1101, and PSYC1101 can be taken instead of the above Diploma-level courses.

And your Occupational courses:

COMP1000 <i>or</i>	MKTG1160
COMP1500	MKTG1190
MKTG1100	MKTG2090 ^A
MKTG1130	MKTG2300 ^A

Complete required courses for your chosen specialization:

Marketing Management:

MKTG1370 MKTG2070
MKTG2060 MKTG Guided Elective^B

Entrepreneurship:

MGMT2150
MKTG2070
MKTG2210

Social Media Marketing:

MKTG1370 MKTG2550^A
MKTG2500^A MKTG Guided Elective^B

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

^BSee a faculty advisor for guidance on the best course(s) to take

Submit petition to graduate: *Diploma in Marketing Management*

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
BUSN2150 *or* BUSN1470 One (1) Occupational-guided elective
MGMT1100

Suggested occupational-guided electives^B:

MGMT1120	MKTG2210
MKTG1270	MKTG2500 ^A
MKTG2010	MKTG2550 ^A
MKTG2160	

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

Notes:

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 March 2021



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Marketing Management Technical Certificates of Completion

Except as noted, if the student completes any of the required coursework while seeking their Diploma/AAS Degree, the student will automatically earn the certificate.

Entrepreneurship

MKTG 1130 - Business Regulations and Compliance	3
MKTG 2210 – Entrepreneurship	6
MGMT 2150 - Small Business Management	<u>3</u>
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	<u>3</u>
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	<u>3</u>
TOTAL HOURS	15

E-Commerce Marketer

MKTG 1100 - Principles of Marketing	3
COMP 1000 - Introduction to Computers	3
BUSN 1470 - Digital Technologies in Business	2
CIST 1510 - Web Development I	3
MKTG 2210 – Entrepreneurship	<u>6</u>
TOTAL HOURS	17

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