

MARKETING MANAGEMENT A.A.S.

60 Semester Credit Hours; Curriculum: 0265

This comprehensive degree encompasses principles of marketing, consumer behavior, professional selling, public relations, advertising, customer service, business marketing, internet marketing and brand marketing. The Marketing Management curriculum is designed to meet a variety of student needs, including preparation for entry level positions, upgrading skills needed in current jobs, making career changes or acquiring specialized knowledge for small business ownership. Students will complete a portfolio project in each class and are required to submit 3 portfolios before graduation for review. Students seeking to prepare for entry level positions will find the A.A.S. affords them the broadest range of preparation.

Note: Refer to IAI General Education Courses page for guidelines on General Education course selection.

Code	Title	Hours
General Education Requirements		
<i>Area A — Communications</i>		
EGL 101	Composition I	3
Select one of the following: 3		
EGL 102	Composition II	
EGL 111	Introduction to Business and Technical Writing	
EGL 212	Technical Writing Applications	
SPE 103	Effective Speech (recommended)	
<i>Area B — Mathematics</i>		
Select one course from Area B (Mathematics) or Area C (Science) (MAT 111 recommended)		0-3
<i>Area C — Science</i>		
Select one course from Area B (Mathematics) or Area C (Science)		0-3
<i>Area D — Social and Behavioral Sciences</i>		
Select one course from a social or behavioral science discipline		3
<i>Area E — Humanities/Fine Arts</i>		
Select one course from a humanities or fine arts discipline		3
<i>Area F — Global Studies¹</i>		
Select one course that satisfies Global Studies requirement		0-3
<i>Area G — U.S. Diversity Studies²</i>		
Select one course that satisfies U.S. Diversity Studies requirement		0-3
<i>Other General Education Credits</i>		
Other General Education credits: Select additional credits from Areas B, C, D, E, F or G if needed to meet 18-credit-hour minimum		0-3
Total Hours		18

¹ Students may take a Global Studies course that satisfies both Area F and another Area requirement.

² Students may take a U.S. Diversity Studies course that satisfies both Area G and another Area requirement.

Code	Title	Hours
Major Requirements		
MKT 131	Principles of Marketing	3
MKT 230	Consumer Behavior	3

MKT 248	Marketing Management	3
MKT 251	Practicum Marketing	3
MKT 270	Integrated Marketing Communications	3
MGT 118	Effective Management Communications	3
MGT 276	Corporate Social Responsibility and Decision Making	3
Select two of the following:		6
MKT 215	Introduction to Advertising	
MKT 240	Introduction to Public Relations	
MKT 266	New Media and Technology in Marketing	
MKT 271	Brand Marketing	
Select three credit hours from courses in ART, CIS, or CAB that focus on design, graphics or publications; contact an academic advisor for a list of acceptable courses		3
Select twelve credit hours from MKT or GBS courses		12
Total Hours		42

Program Learning Outcomes

1. Create at least three portfolio projects that address the four P's of marketing.
2. Deliver marketing presentations using presentation software.
3. Analyze and solve marketing problems by completing comprehensive case studies.
4. Collaborate in teams to develop marketing plans and strategy.