

# Marketing Management (MMT)

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For students with an interest in meeting people's unique needs, marketing is an exciting career choice. Marketing involves identifying products and services that people want and influencing their buying behavior. The Marketing Management curriculum develops a student's capability to bring to the marketplace products and services that solve people's problems and make them feel good. Students gain understanding and experience in market research, market planning, new product and service development, customer behavior, branding, logistics, personal selling and sales management, direct marketing, retailing, advertising, promotion, public relations, pricing, distribution, and many other areas of marketing.

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All degree-seeking students must complete a First Year Experience (FYE) course as part of the first 12 credit hours taken at Cincinnati State.

		<b>Credits</b>
<b>Semester 1</b>		
LAW 101	Business Law	3
ENG 101	English Composition	3
ACC 101	Financial Accounting	3
ECO 105	Principles of Microeconomics	3
IM 112	Computer Applications 2	3
BUS 190	Professional Practices	1
<b>Semester 2</b>		
MGT 101	Principles of Management	3
MKT 101	Principles of Marketing	3
COMM 110	Public Speaking	3
ENG 1XX English Composition Elective		3
MAT XXX Mathematics Elective		3
<b>Semester 3</b>		
MKT 291	Full-Time Cooperative Education 1: Marketing	2
<b>Semester 4</b>		
ACC 102	Managerial Accounting	3
MKT 130	Professional Selling	3
MGT 130	Project Management	3
MKT 215	Advertising and Social Media	3
XXX XXX Arts/ Humanities Elective		3
<b>Semester 5</b>		
MKT 292	Full-Time Cooperative Education 2: Marketing	2
<b>Semester 6</b>		
FIN 150	Business Finance	3
MKT 205	Marketing Research	3
MKT 250	Direct Marketing	3
MGT 290	Business Management Capstone	3
BUS 290	Business Competencies	1
XXX XXX Business Elective		3
Total Credits:		66

## Electives

### Mathematics Elective

MAT 130	Intermediate Algebra for Statistics	4
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MAT 131	Statistics 1	3
MAT 132	Statistics 2	3
MAT 150	Intermediate Algebra	5
MAT 151	College Algebra	4
MAT 210	Business Calculus	5
MAT 251	Calculus 1	5
MAT 252	Calculus 2	5
<b>English Composition Elective</b>		
ENG 102	Composition and Argument	3
ENG 104	Composition and Technical Communication	3
ENG 105	Composition and Business Communication	3
<b>Arts/Humanities Elective</b>		
Any Transfer Module course from ART, COMM, LIT, MUS, PHI, REL, THE		
<b>Business Elective</b>		
BUS 110	Business Ethics	3
FIN 100	Personal Finance	3
FIN 120	Risk and Insurance	3
MGT 140	Quality Management	3
MGT 220	Leadership	3
MKT 140	Entrepreneurial Marketing	3
MKT 210	International Business and Marketing	3
MKT 220	Retail Marketing	3
RE 120	Real Estate Investing	3