

# Marketing Management (MMT)

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## Marketing Management (MMT)

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.

## Marketing Management (MMT)

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>Semester 1</b>		<b>Lec</b>	<b>Lab</b>	<b>Credits</b>
LAW 101	Business Law	3	0	3
ACC 101	Financial Accounting	2	2	3
ENG 101	English Composition 1	3	0	3
ECO 105	Principles of Microeconomics	3	0	3
IM 1XX Information Management Elective (B)		2	3	3
<b>Semester 2</b>				
MGT 101	Principles of Management	3	0	3
COMM 110	Public Speaking	3	0	3
BUS 190	Professional Practices	2	0	2
MKT 101	Principles of Marketing	3	0	3
ENG 1XX English Composition Elective				3
MAT XXX Mathematics Elective				3
<b>Semester 3</b>				
MKT 291	Full-Time Cooperative Education 1: Marketing	1	40	2
<b>Semester 4</b>				
ACC 102	Managerial Accounting	2	2	3
MKT 215	Advertising and Public Relations	3	0	3
MKT 130	Professional Selling	3	0	3
MGT 130	Project Management	3	0	3
XXX XXX Arts/Humanities Elective				3
<b>Semester 5</b>				
MKT 292	Full-Time Cooperative Education 2: Marketing	1	40	2
<b>Semester 6</b>				
MKT 205	Marketing Research	3	0	3
MKT 250	Digital Marketing and Social Media	3	0	3
MGT 290	Business Management Capstone	2	2	3
FIN 150	Business Finance	3	0	3
XXX XXX Business Elective				3
<b>Total Credits:</b>		<b>48</b>	<b>89</b>	<b>66</b>

## Electives

### Information Management Elective

IM 111	Computer Applications 1	3
IM 112	Computer Applications 2	3
IM 120	Electronic Spreadsheets: Microsoft Excel	3

### English Composition Elective

ENG 102	English Composition 2: Contemporary Issues	3
ENG 104	English Composition 2: Technical Communication	3
ENG 105	English Composition 2: Business Communication	3

### Mathematics Elective

MAT 130	Intermediate Algebra for Statistics	4
MAT 131	Statistics 1	3
MAT 132	Statistics 2	3
MAT 150	Intermediate Algebra	5
MAT 151	College Algebra	4
MAT 215	Business Calculus	6
MAT 251	Calculus 1	5
MAT 252	Calculus 2	5

### Arts/Humanities Elective

Any Transfer Module course from ART, COMM, LIT, MUS, PHI, REL, THE

### Business Elective

FIN 100	Personal Finance	3
FIN 120	Risk and Insurance	3
MGT 125	Business Ethics	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

## Courses

### BUS 150 Automotive Services ATS: Advanced Standing

**30 Credits. 30 Lecture Hours. 0 Lab Hour.**

Students complete apprenticeship education, industry training programs, or work experience related to skills used in the automotive services industry.

Prerequisites: Program Chair consent

### BUS 190 Professional Practices

**2 Credits. 2 Lecture Hours. 0 Lab Hour.**

A course on career planning and exploration for students in Business Technologies. Topics include: self-assessment, career research, resume development, interview skills, cooperative education policies and procedures, and other skills that bolster professional success. A minimum grade of C is required to pass the course.

Prerequisites: AFL 085 or appropriate placement test score

### BUS 191 Part-Time Cooperative Education 1: Business

**1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their first part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS190

### BUS 192 Part-Time Cooperative Education 2: Business

**1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their second part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 191

**BUS 193 Part-Time Cooperative Education 3: Business****1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their third part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 192

**BUS 194 Part-Time Cooperative Education 4: Business****1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their fourth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 193

**BUS 195 Part-Time Cooperative Education 5: Business****1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their fifth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 194

**BUS 196 Part-Time Cooperative Education 6: Business****1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their sixth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 195

**BUS 198 First Year Special Topics in Business****1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A course on selected topics related to Business, which gives students opportunities to study information not currently covered in other courses. Grades issued are A, B, C, D, or F.

Prerequisites: Vary by section

**BUS 199 First Year Independent Project in Business****1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A project related to Business that is completed by one or more students to meet specific educational goals. Projects must have prior approval and supervision by Business faculty. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: Vary by section

**BUS 280 Cooperative Education Seminar 1****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

Students participate in activities that enhance employment options in a chosen career field, as an alternative to traditional cooperative education experience. A minimum grade of C is required to pass the course.

Prerequisites: Co op coordinator consent

**BUS 285 Cooperative Education Seminar 2****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

Students participate in activities that enhance employment options in a chosen career field, as an alternative to traditional cooperative education experience. A minimum grade of C is required to pass the course.

Prerequisites: Co op coordinator consent

**BUS 290 Business Competencies****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

Students complete projects and community service activities that develop their business competencies and skills. Topics include: job search, negotiations, customer service, professional ethics, public service, and cultural diversity. A minimum grade of C is required to pass the course.

Prerequisites: BUS 190 and co op coordinator consent

**BUS 291 Full-Time Cooperative Education 1: Business****2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their first full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 190

**BUS 292 Full-Time Cooperative Education 2: Business**

**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their second full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 291

**BUS 293 Full-Time Cooperative Education 3: Business**

**2 Credits. 2 Lecture Hours. 40 Lab Hours.**

Students seeking an associate's degree participate in their third full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 292

**BUS 298 Second Year Special Topics in Business**

**1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A course on selected topics related to Business, which gives students opportunities to study information not currently covered in other courses. Grades issued are A, B, C, D, or F.

Prerequisites: Vary by section

**BUS 299 Second Year Independent Project in Business**

**1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A project related to Business that is completed by one or more students to meet specific educational goals. Projects must have prior approval and supervision by Business faculty. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: Vary by section