

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 the products and services that solve people's problems and make them feel good, and then influencing people's buying behavior.

Students in the Marketing Management program 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.

For more information, please contact the Business Technologies Division at (513) 569-1620.

To apply for this program at Cincinnati State, visit our Admissions Page (<http://www.cincinnati.edu/academics/admission>)

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Semester 1		Lec	Lab	Credits
ECO 105	Principles of Microeconomics (G)	3	0	3
ENG 101	English Composition 1 (G)	3	0	3
MGT 101	Principles of Management (B)	3	0	3
MKT 101	Principles of Marketing (B)	3	0	3
FYE 1XX	First Year Experience Elective (B)	1	0	1
IM 1XX	Computer Elective (B)	2	3	3
Semester 2				
ACC 101	Financial Accounting (B)	2	2	3
BUS 190	Professional Practices (B)	1	0	1
LAW 101	Business Law (B)	3	0	3
MKT 130	Professional Selling (T)	3	0	3
ENG 10X	English Composition Elective (G)	3	0	3
MAT XXX	Mathematics Elective (G)	3	0	3
Semester 3				
MKT X9X	Cooperative Education Elective 1: Marketing (T)	1	40	2
Semester 4				
FIN 150	Business Finance (T)	3	0	3

MGT 130	Project Management (T)	3	0	3
MKT 215	Advertising and Public Relations (T)	3	0	3
XXX XXX	Business/Marketing Elective 1 (T)	3	0	3
XXX XXX	Arts/Humanities Elective (G)	3	0	3
Semester 5				
MKT X9X	Cooperative Education Elective 2: Marketing (T)	1	40	2
Semester 6				
MKT 205	Marketing Research (T)	3	0	3
MKT 250	Digital Marketing and Social Media (T)	3	0	3
MGT 290	Business Management Capstone (T)	2	2	3
XXX XXX	Business/Marketing Elective 2 (T)	3	0	3
Total Credits:		58	87	63

Electives

First Year Experience Elective

FYE 100	College Survival Skills	1
FYE 105	College Success Strategies	2
FYE 110	Community College Experience	3

Computer 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 103	English Composition 2: Writing about Literature	3
ENG 105	English Composition 2: Business Communication	3

Mathematics Elective

MAT 111	Business Mathematics	3
MAT 115	Pre-Statistics	3
MAT 131	Statistics 1	3
MAT 132	Statistics 2	3
MAT 151	College Algebra	4
MAT 215	Business Calculus	6
MAT 251	Calculus 1	5
MAT 252	Calculus 2	5

Business/Marketing Electives (6 credit hours required)

ACC 102	Managerial Accounting	3
FIN 100	Personal Finance	3

FIN 120	Risk and Insurance	3
MGT 120	Entrepreneurship	3
MGT 125	Business Ethics	3
MGT 220	Leadership	3
MKT 161	Branding and Product Development	1
MKT 162	Sales Promotion	1
MKT 163	Services and Non-Profit Marketing	1
MKT 164	Social Media and Consumer Engagement	1
MKT 231	Direct and Database Marketing	1
MKT 232	Integrated Marketing Communications	1
MKT 233	Sales Management	1

Arts/Humanities Elective

Any Transfer Module course from ART, LIT, MUS, PHI, REL, THE, or COMM 130 3

Cooperative Education Electives (4 credit hours required)

MKT 191	Part-Time Cooperative Education 1: Marketing	1
MKT 192	Part-Time Cooperative Education 2: Marketing	1
MKT 193	Part-Time Cooperative Education 3: Marketing	1
MKT 194	Part-Time Cooperative Education 4: Marketing	1
MKT 291	Full-Time Cooperative Education 1: Marketing	2
MKT 292	Full-Time Cooperative Education 2: Marketing	2

The letters G, B, and T (displayed after course titles or elective descriptions) identify types of courses required by the Ohio Department of Higher Education as part of an associate's degree curriculum.

G = General Education course in this curriculum

B = Basic Skills course in this curriculum

T = Technical course in this curriculum

Faculty**Program Co-Chairs**

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