

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 the Admissions (<http://www.cincinnati.state.edu/academics/admission>) section of the College website.

Marketing Management (MMT)

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

XXX 1XX	Business/Marketing Elective (T)	3	0	3
MKT X9X	Cooperative Education Elective: Marketing (T)	1	40	2
Semester 5				
MKT 205	Marketing Research (T)	3	0	3
MKT 215	Advertising and Public Relations (T)	3	0	3
MKT 250	Digital Marketing and Social Media (T)	3	0	3
XXX XXX	Arts/Humanities Elective (G)	3	0	3
Semester 6				
MGT 290	Business Management Capstone (T)	2	2	3
MKT X9X	Cooperative Education Elective: Marketing (T)	1	40	2
Total Credits:		55	87	60

Electives

First Year Experience Elective

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

Computer Applications Elective

IM 111	Computer Applications 1	3
IM 112	Computer Applications 2	3
IM 120	Electronic Spreadsheets: Microsoft Excel	3
IM 200	Information Systems for Managers	3

Communications Elective

COMM 105	Interpersonal Communication	3
COMM 110	Public Speaking	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 105	Quantitative Reasoning	3
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 Elective (3 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
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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

Marketing Management (MMT)

- Demonstrate a working knowledge and application of marketing terminology, concepts, activities, ethics, and strategies.
- Understand the functions of marketing within the organization and external environments and how marketing contributes to organizational attainment of goals and objectives.
- Apply quantitative and qualitative analytical skills through the application of marketing concepts, theories, and tools for setting strategies and solving marketing problems.
- Demonstrate skills in creative and critical thinking, written and oral communication, and ethical reasoning that will enable students to interact with employers, suppliers, and the customer's company.
- Recognize the management functions of planning, leading, organizing, and controlling.
- Interpret financial data and use it to make informed decisions about the operating performance and financial position of a firm.
- Analyze sales and customer service processes to facilitate consumer and business-to-business purchasing and customer retention.

- Assess and develop individual communication, leadership, and team building skills while recognizing and adapting to the communication, leadership, and team building styles of others.

Faculty**Program Co-Chairs**

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Courses**BUS 100 Business Career Exploration Seminar
1 Credit. 0 Lecture Hour. 2 Lab Hours.**

A course on using research and personal reflection to develop a strong foundation for selecting an academic program/major and planning a career related to Business. Topics include: analyzing interests, abilities, and values; reviewing academic and personal requirements for related programs/majors; and examining career outcomes including salary, job availability, advancement opportunities, and other factors.
Prerequisites: None

**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
Instructor Consent Required

**BUS 190 Professional Practices
1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course that prepares students in Business Technologies programs for a successful cooperative education experience. Topics include: exploring career options, preparing a resume, developing interviewing skills, building a professional presence, and understanding professional ethics. Students must earn a grade of C or higher to pass this 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: BUS 190 (minimum grade C)

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

Instructor Consent Required

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

Instructor Consent Required

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 (minimum grade C)

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