

# Marketing Management (MMT)

## Marketing Management (MMT)

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 associate's degree 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       |
| MKT 101    | Principles of Marketing (T)        | 3   | 0   | 3       |
| ECO 105    | Principles of Microeconomics (G)   | 3   | 0   | 3       |
| Semester 2 |                                    |     |     |         |
| BUS 190    | Professional Practices (T)         | 1   | 0   | 1       |
| COMM 1XX   | Communication Elective (T)         | 3   | 0   | 3       |
| ENG 10X    | English Composition Elective (G)   | 3   | 0   | 3       |
| MKT 130    | Principles of Sales (T)            | 3   | 0   | 3       |
| ACC 101    | Financial Accounting (T)           | 2   | 2   | 3       |
| Semester 3 |                                    |     |     |         |

| MKT X9X         | Cooperative Education Elective: Marketing (T) | 1         | 40        | 2         |
|-----------------|---|-----------|-----------|-----------|
| Semester 4      |   |           |           |           |
| MGT 101         | Principles of Management (B)                  | 3         | 0         | 3         |
| MKT 205         | Marketing Research and Consumer Behavior (T)  | 3         | 0         | 3         |
| MKT 250         | Digital Marketing and Social Media (T)        | 3         | 0         | 3         |
| MGT 130         | Project Management (T)                        | 3         | 0         | 3         |
| XXX XXX         | Marketing/Management Elective 1 (T)           | 3         | 0         | 3         |
| Semester 5      |   |           |           |           |
| XXX XXX         | Arts/Humanities Elective (G)                  | 3         | 0         | 3         |
| MKT 215         | Advertising and Public Relations (T)          | 3         | 0         | 3         |
| ACC 102         | Managerial Accounting (T)                     | 2         | 2         | 3         |
| XXX XXX         | Marketing/Management Elective 2 (T)           | 3         | 0         | 3         |
| Semester 6      |   |           |           |           |
| MKT X9X         | Cooperative Education Elective: Marketing (T) | 1         | 40        | 2         |
| <b>Total</b>    |   | <b>55</b> | <b>87</b> | <b>60</b> |
| <b>Credits:</b> |   |           |           |           |

## Electives

### First Year Experience Elective

|         |  |   |
|---------|--|---|
| FYE 100 | College Success Strategies: Overview                 | 1 |
| FYE 105 | College Success Strategies: Overview and Application | 2 |
| FYE 110 | College Success Strategies: Practice and Application | 3 |

### Computer Applications Elective

|        |  |   |
|--------|--|---|
| IM 111 | Computer Applications                    | 3 |
| IM 120 | Electronic Spreadsheets: Microsoft Excel | 3 |
| IM 200 | Information Systems for Managers         | 3 |

### Communication 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 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 |

**Marketing/Management Electives (6 credit hours required)**

|         |                                      |   |
|---------|--------------------------------------|---|
| FIN 100 | Personal Finance                     | 3 |
| FIN 120 | Risk and Insurance                   | 3 |
| LAW 101 | Business Law                         | 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 |

Some courses are offered in alternative versions identified with a letter after the course number-- for example, ENG 101 and ENG 101A.

- This curriculum displays only course numbers without the added letter.
- The alternative version, when available, meets the requirements of the course version without the added letter.

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.

- Identify 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.
- Evaluate information through the market research process to make business decisions
- Prepare selling strategies.
- Analyze sales and customer service processes to facilitate consumer and business to business purchasing and customer retention

**Faculty****Program Chair**

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**Business Division Advising**

Call (513) 569-1620 or Text (513) 569-1600  
BTDadvisors@cincinnatiastate.edu

**BUS 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 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: FYE 120 or placement into ENG 101

**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 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

**MKT Courses****MKT 101 Principles of Marketing****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on marketing activities, strategies, and decision making in the context of other business functions.

Prerequisites: None

Corequisites: ECO 105: Principles of Microeconomics

Ohio Transfer Assurance Guide Approved

**MKT 105 Marketing and Customer Relations****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on fundamentals of marketing and development of business systems that provide positive and memorable customer experiences.

Prerequisites: None

**MKT 115 Marketing Research for Multimedia Profes****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

An introduction to marketing fundamentals applied by professionals in multimedia fields. Topics include: marketing terminology; concepts and strategies used to create consumer relationships and deliver value through goods and services; and research techniques for collecting, analyzing, and interpreting data used to develop effective marketing strategies and communications.

Prerequisites: None

**MKT 130 Principles of Sales****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course that introduces approaches and philosophies used by successful sales professionals. Topics include: identifying and communicating with prospects, determining client needs, matching presentation styles to the situation, handling objections, using closing techniques, long-term relationship building strategies, after-sales customer support, and legal and ethical obligations of sales professionals.

Prerequisites: None

**MKT 161 Branding and Product Development****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on branding trends and practices, focusing on entrepreneurial and small business owner perspectives. Topics include: applying branding principles to develop successful new products, identifying opportunities, generating and evaluating concepts, designing the product, and launching the product and brand identity. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 162 Sales Promotion****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on sales promotion practices. Topics include: the role of sales promotion in the marketing plan and media mix; consumer and business-to-business sales methods; vendor analysis and selection; price promotions, point-of-purchase promotions, and joint promotions; and vouchers, gift cards, premiums, prizes, sampling, contests, and sweepstakes. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 163 Services and Non-Profit Marketing****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on characteristics of non-profit organizations and service-oriented businesses and their target customers. Topics include: technology used for fund-raising, market services, customer communications, and integration of consistent internal and external brand messages. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 164 Social Media and Consumer Engagement****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on using social media networks to increase brand awareness and consumer engagement for products, services and ideas. Topics include: understanding consumer mindsets on social networks such as Facebook and Twitter, and developing effective marketing communication through social media. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 191 Part-Time Cooperative Education 1: Marketing****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)

**MKT 192 Part-Time Cooperative Education 2: Marketing****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: MKT 191

**MKT 193 Part-Time Cooperative Education 3: Marketing****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: MKT 192

**MKT 194 Part-Time Cooperative Education 4: Marketing****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: MKT 193

**MKT 195 Part-Time Cooperative Education 5: Marketing****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: MKT 194

**MKT 196 Part-Time Cooperative Education 6: Marketing****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: MKT 195

**MKT 205 Marketing Research****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

An introduction to marketing research, emphasizing use of research data in marketing and management decisions. Topics include: designing a market research study, using data collection and measurement tools, performing data analyses, using online and social media tools, and communicating research findings.

Prerequisites: MKT 101

**MKT 215 Advertising and Public Relations****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on concepts and techniques used in public relations, advertising, and other promotional methods. Topics include: consumer behavior, agency and client relationships, integrated marketing communications, developing and executing creative strategy, and selecting appropriate media for advertising effectiveness.

Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 231 Direct and Database Marketing****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on direct marketing practices. Topics include: direct marketing as a component of company marketing strategies; response techniques for direct mail, catalogs, TV/radio, internet, display, and classified advertising; database creation; copy testing; and list evaluation. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 232 Integrated Marketing Communications****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on using integrated marketing communications (IMC) to manage and coordinate an organization's advertising, public relations, sales promotion, and personal selling efforts. Topics include: IMC planning, agency operations, defining target audiences, setting and allocating budgets, implementing advertising, selecting advertising media, and evaluating IMC. The course is delivered in a 5-week schedule.

Prerequisites: MKT 215

**MKT 233 Sales Management****1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on sales management practices. Topics include: recruiting, hiring, motivating, and evaluating salespeople; developing a sales training program; compensation models; budgets and sales forecasting; time and territory management; and ethical and legal responsibilities of sales managers. The course is delivered in a 5-week schedule.

Prerequisites: MKT 130

**MKT 250 Digital Marketing and Social Media****3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on theory and practice of digital marketing. Topics include: search engine marketing (SEM), search engine optimization (SEO), paid search and pay-per-click advertising (PPC), online display advertising, digital analytics, e-mail marketing, e-commerce, and social media and mobile marketing.

Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 291 Full-Time Cooperative Education 1: Marketing****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)

**MKT 292 Full-Time Cooperative Education 2: Marketing****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: MKT 291

**MKT 293 Full-Time Cooperative Education 3: Marketing****2 Credits. 1 Lecture Hour. 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: MKT 292