

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 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
Total		55	87	60
Credits:				

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)

SCM 105	Principles of Supply Chain Management	3
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 164	Social Media and Consumer Engagement	1
MKT 231	Direct and Database Marketing	1

Arts/Humanities Elective

Any Ohio Transfer 36 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

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**

Lesli Rice, MBA
lesli.rice@cincinnatiastate.edu

Co-op Coordinator

Brian Hooten, MAOL
brian.hooten@cincinnatiastate.edu

Business Division Advising

(513) 569-1620
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 & Consumer Behavior**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

An introduction to marketing research with emphasis on the use of research data to understand consumer decision-making processes that influence marketing strategy and management decisions. Topics include: designing research; collecting, analyzing, and interpreting data; and communicating findings through practical recommendations.

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