

# Marketing Management (MMT & MSC)

## 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.

## Marketing Specialist Certificate (MSC)

The Marketing Specialist Certificate provides professionals, entrepreneurs, and students in any program or major with foundational marketing skills needed to understand consumer behavior, identify target markets, and create strategies that resonate with customers.

Students who successfully complete the certificate are prepared to make informed decisions about how to promote products or services and implement basic marketing tactics to reach target audiences effectively.

Courses completed for the certificate apply to the Marketing Management associate degree and to associate degrees for other business fields.

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.edu/academics/admission/>) section of the College website.

## Marketing Management (MMT)

Semester 1		Lec	Lab	Credits
FYE 1XX		1	0	1
First Year Experience Elective (T)				
MAT XXX		3	0	3
Mathematics Elective (G)				
ENG 101	English Composition 1 ( G)	3	0	3
IM 1XX		2	3	3
Computer Applications Elective (B)				
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		3	0	3
Communication Elective (T)				
ENG 10X		3	0	3
English Composition Elective (G)				
MKT 130	Principles of Sales ( T)	3	0	3
ACC 101	Financial Accounting ( T)	2	2	3
Semester 3				
MKT X9X		1	40	2
Cooperative Education Elective: Marketing (T)				
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		3	0	3
Business Elective 1 (T)				
Semester 5				
XXX XXX		3	0	3
Arts/ Humanities Elective (G)				
MKT 215	Advertising and Public Relations ( T)	3	0	3
ACC 102	Managerial Accounting ( T)	2	2	3
XXX XXX		3	0	3
Business Elective 2 (T)				
Semester 6				
MKT X9X		1	40	2
Cooperative Education Elective: Marketing (T)				
<b>Total Credits:</b>		<b>55</b>	<b>87</b>	<b>60</b>

## Electives

### First Year Experience Elective

FYE 100	Essentials for College Success	1
FYE 105	Skills for Academic and Personal Success	2
FYE 110	Intensive College Success Strategies	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
<b>English Composition Elective</b>		
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
<b>Mathematics Elective</b>		
MAT 105	Quantitative Reasoning	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
<b>Business Electives (6 credit hours required)</b>		
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
<b>Arts/Humanities Elective</b>		
Any OT36 course from ART, LIT, MUS, PHI, REL, THE, or COMM 130		3
<b>Cooperative Education Electives (4 credit hours required)</b>		
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 197	Part-Time Cooperative Education Project: Marketing	1
MKT 291	Full-Time Cooperative Education 1: Marketing	2
MKT 292	Full-Time Cooperative Education 2: Marketing	2
MKT 297	Full-Time Cooperative Education Project: 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 Specialist Certificate (MSC)

Semester 1		Lec	Lab	Credits
MKT 101	Principles of Marketing	3	0	3
ECO 105	Principles of Microeconomics	3	0	3
Semester 2				
MKT 215	Advertising and Public Relations	3	0	3
MKT 250	Digital Marketing and Social Media	3	0	3
<b>Total</b>		<b>12</b>	<b>0</b>	<b>12</b>
<b>Credits:</b>				

## 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.

## 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 197 Part-Time Cooperative Education Project: Marketing****1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree complete individual study or a special project related to their major field and pertaining to their career goals. Working with an assigned faculty mentor, students define the project goals, carry out project tasks, and evaluate the results. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 190 and coordinator consent  
Instructor Consent Required

**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

**MKT 297 Full-Time Cooperative Education Project: Marketing****2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree complete individual study or a special project related to their major field and pertaining to their career goals. Working with an assigned faculty mentor, students define the project goals, carry out project tasks, and evaluate the results. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 190 and coordinator consent

Instructor Consent Required