

# Marketing Management, AAS

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Graduates of JCCC's Marketing Management program are ready for entry-level management or sales positions in retail, wholesale or manufacturing and marketing. Merchandising, marketing and management-related fields have recently experienced tremendous growth and expansion in Johnson County. Surveys indicate that few other areas offer greater opportunity to qualified people. In fact, employment of people in this field is expected to increase faster than the average for all occupations nationwide.

Through marketing management courses you learn the latest in business and consumer marketing trends. You also learn the importance of good customer service and the skills needed to deliver that service. The curriculum reflects current industry standards, including an emphasis on digital marketing, interpersonal communications and consumer behavior.

The marketing skills taught are immediately applicable to your job and career. You also can take your work experiences back to the classroom for analysis and a greater understanding of the problems businesses face. By integrating coursework and on-the-job experience, you are given the knowledge, skills and attitudes necessary to reach your marketing career objectives.

(Major Code 2620; State CIP Code 52.1401)

- Marketing and Management (<http://www.jccc.edu/academics/business/marketing>)

## Associate of Applied Science Degree

### First Semester

|                            |                                   |    |
|----------------------------|-----------------------------------|----|
| ENGL 121                   | Composition I*                    | 3  |
| MATH 120                   | Business Mathematics* (or higher) | 3  |
| MKT 134                    | Professional Selling              | 3  |
| MKT 230                    | Marketing                         | 3  |
| BUS 121                    | Introduction to Business          | 3  |
| or BUS 141                 | Principles of Management          |    |
| or BUS 140                 | Principles of Supervision         |    |
| CIS/CS/CPCA CDTP Elective  |                                   | 1  |
| Note: CDTP 135 recommended |                                   |    |
| Total Hours                |                                   | 16 |

### Second Semester

|             |                          |    |
|-------------|--------------------------|----|
| MKT 121     | Retail Management        | 3  |
| MKT 180     | Experiential Marketing   | 3  |
| MKT 202     | Consumer Behavior        | 3  |
| MKT 205     | eMarketing               | 3  |
| BUS 150     | Business Communications* | 3  |
| Total Hours |                          | 15 |

### Third Semester

|   |  |    |
|---|--|----|
| MKT 146                                   | Introduction to Social Media Marketing | 3  |
| MKT 240                                   | Advertising and Promotion              | 3  |
| MKT 284                                   | Marketing Management Internship I      | 1  |
| ACCT 111                                  | Small Business Accounting              | 3  |
| or ACCT 121                               | Accounting I                           |    |
| Humanities Elective^                      |  | 3  |
| Social Science and/or Economics Elective^ |  | 3  |
| Total Hours                               |  | 16 |

^ See all AAS general education electives (<http://catalog.jccc.edu/degreerequirements/associate-applied-science>)

**Fourth Semester**

|                       |  |    |
|-----------------------|--|----|
| BUS 261               | Business Law I*  | 3  |
| MKT 234<br>or MKT 221 | Services Marketing*<br>Sales Management*                       | 3  |
| MKT 275               | Marketing Analytics and CRM (Customer Relationship Management) | 3  |
| MKT 286<br>or MKT 292 | Marketing Management Internship II*<br>Special Topics:         | 1  |
| MKT 290               | Capstone: Marketing Management*                                | 3  |
| WEB 110               | HTML and CSS   | 3  |
| Total Hours           |  | 16 |

**Total Program Hours: 63**