

Marketing Management, AAS

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 Program web page (<http://www.jccc.edu/academics/credit/marketing-management/>)

Associate of Applied Science Degree

First Semester

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

Total Hours **16**

Second Semester

COMS 120 or COMS 121 or COMS 125	Interpersonal Communication Public Speaking Personal Communication	3
MKT 121	Retail Management	3
MKT 180	Experiential Marketing	3
MKT 202	Consumer Behavior	3
MKT 205	eMarketing	3

Total Hours **15**

Third Semester

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

Total Hours **16**

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

Fourth Semester

BLAW 261	Business Law I*	3
MKT 234 or MKT 221	Services Marketing* Sales Management*	3
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3
MKT 286 or MKT 292	Marketing Management Internship II* Special Topics:	1
MKT 290	Capstone: Marketing Management*	3
WEB 110 or FASH 235	HTML and CSS Online Retailing	3
Total Hours		16

Total Program Hours: 63