

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 opportunities to qualified people. In fact, the 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; 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

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

Second Semester

COMS 120	Interpersonal Communication	3
or COMS 121	Public Speaking	
or COMS 125	Personal Communication	
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	Small Business Accounting	3
or ACCT 121	Accounting I	
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

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

* This course has registration requirements.

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