



Marketing Management Diploma (MM12)- 43 Credit Hours

Program Description:

The Marketing Management diploma program is designed to prepare students for employment in a variety of positions in today's marketing and management fields. The program provides learning opportunities that introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in the area of marketing. Graduates may find employment as buyers, advertising managers, retail store managers, tellers, general merchandise salespersons, merchandise displayers, department managers, or any of many other marketing related jobs. Any of the above employment opportunities should provide the graduate experience to assist in opening his or her own business. Starting salaries are approximately \$39,000 per year.

Contact:

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 770-947-7228
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Website:

<https://www.westgatech.edu/program-explorer/business-accounting/marketing-management/>

Pre-Diploma Requirements					
Program Specific					
<ul style="list-style-type: none"> • GPA 2.0 or higher 					
Set the Track, Start the Track, Stay on Track					
<i>Meet with an Advising Coach to Stay on Track. S = Semester; CR = Credit Hours; FA = Fall; SP = Spring; SU = Summer</i>					
✓	Grade	Semester 1	S	CR	Notes & Milestones
		ENGL 1010 Fundamentals of English	ALL	3	Program Admission
		MATH 1012 Foundations of Math -OR- MATH 1011 Business Math	ALL	3	Program Admission
		MKTG 1100 Principles of Marketing	ALL	3	Program Admission
		MKTG 1270 Visual Merchandising	FA	3	
				12	Program Semester Hours
✓	Grade	Semester 2	S	CR	Notes & Milestones
		MKTG 2290 Marketing Internship/Practicum -OR- MKTG 2300 Marketing Management	SP FA SP	3 3	Prerequisite MKTG 1100 Program Advisor Approval only
		EMPL 1000 Interpersonal Relations and Professional Development -OR- PSYC 1010 Basic Psychology	ALL	2 3	
		MKTG 1190 Integrated Marketing Communications	FA SP	3	
		CISM 2201 Foundations of Computer Applications	ALL	3	
				12	Program Semester Hours

✓	Grade	Semester 3	S	CR	Notes & Milestones
		MKTG 1130 Business Regulations and Compliance	FA SU	3	
		MKTG 1160 Professional Selling	SU	3	
		MKTG 2090 Marketing Research	SU	3	MKTG 1100 prerequisite grade of C or better
				9	Program Semester Hours
✓	Grade	Semester 4	S	CR	Notes and Milestones
		Must choose a specialization below			
		MKTG XXXX		3	
		MKTG XXXX		3	
		MKTG XXXX		3	
		MKTG XXXX		3	
				12	Program Semester Hours

Specializations and Offerings

Select one of the following specializations, and complete courses within that specialization.

Entrepreneurship Specialization

		MKTG 1210 Services Marketing -OR- MKTG 2070 Buying and Merchandising		3	
		MKTG 2010 Small Business Management		3	
		MKTG 2210 Entrepreneurship		6	

Social Media Marketing Specialization

		MKTG 1370 Consumer Behavior		3	
		MKTG 2500 Exploring Social Media		3	
		MKTG 2550 Analyzing Social Media		3	
		MKTG XXXX Marketing Elective		3	

Always check online <https://www.westgatech.edu/> and meet with your Advising or Faculty Coach to ensure you are viewing the latest and most accurate information.

Note: If a course is full or unavailable when you to attempt to register, please select an available course from any term listed, given you have satisfied the required pre-requisite.

Employment Opportunities: <https://www.westgatech.edu/student-life/career-services/>

Financial Aid by Program: <https://www.westgatech.edu/wp-content/uploads/2019/02/WGTC-Available-Aid-By-Program-11-17-2023.pdf>

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