

BUSINESS AND MARKETING MANAGEMENT TECHNOLOGY PROGRAM (AAS-MMT)

The Business and Marketing Management Technology program of study is designed to provide specialized occupational instruction in all phases of marketing management including e-business, international marketing, and multimedia presentations. This program prepares students for careers in dynamic marketing and management professions. A combination of class work and practical experience is stressed. Completion of the two-year program leads to an Associate in Applied Science degree.

Campus Locations: Rankin – 601-936-5502; Raymond – 601-857-3228

<u>COURSE</u>	<u>#COURSE TITLE</u>	<u>LEC</u>	<u>LAB</u>	<u>SWE</u>	<u>SCH</u>
1st Year 1st Semester					
ENG1113	English Composition I	3	0	0	3
MMT1113	Principles of Marketing	3	0	0	3
MMT2423	Retail Management	3	0	0	3
SPT1113	Oral Communications	3	0	0	3
	**Computer Related Elective	3	0	0	3
					TOTAL 15
1st Year 2nd Semester					
MMT1123	Marketing Management	3	0	0	3
MMT1313	Personal Selling	3	0	0	3
MMT1323	Advertising	3	0	0	3
MMT2213	Principles of Management	3	0	0	3
	Accounting	3	0	0	3
	Social/Behavioral Science Elective	3	0	0	3
					TOTAL 18
2nd Year 1st Semester					
MMT2243	Marketing Case Studies	3	0	0	3
MMT2313	E-Commerce Marketing	3	0	0	3
MMT2513	Entrepreneurship	3	0	0	3
FMT 1213	Fashion Marketing	2	2	0	3
	Math/Science Elective	3	0	0	3
	*Elective	3	0	0	3
					TOTAL 18
2nd Year 2nd Semester					
MMT1753	Marketing Seminar	3	0	0	3
MMT2233	Human Resource Management	3	0	0	3
BAD2413	Legal Environment of Business I	3	0	0	3
	Humanities/Fine Arts Elective	3	0	0	3
	*Elective	3	0	0	3
					TOTAL 15

***Suggested Electives**

ECO2113	Macroeconomics
MMT2333	Multimedia Presentations in Marketing
MMT2916	Internship in Business and Marketing Management Technology
MMT1413	Merchandising Math
MMT2613	International Marketing
FMT1113	Fashion Design Fundamentals
FMT1223	Product Knowledge
FMT1233	Buying
FMT1313	Textiles in Fashion
FMT2414	Visual Merchandising
FMT2513	Image and Wardrobe Consulting
FMT2613	Fashion Sales Direction
BAD2533	Microcomputer Applications
BOT1213	Professional Development
BOT2813	Business Communication
MFL1213	Spanish

**** Suggested Computer Electives**

MMT2333	Multimedia Presentation in Marketing
BAD2533	Microcomputer Applications
Other Instructor Approved Academic or Technical Course	

COMPLETION AWARD: Associate in Applied Science Degree