

BUSINESS AND MARKETING MANAGEMENT TECHNOLOGY

Purpose

The Business and Marketing Management Technology program is designed to meet the individual needs of students preparing for a career in the field of marketing, management, and/or fashion merchandising.

Program Description

The Business and Marketing Management Technology program offers a comprehensive curriculum designed to prepare students to take their places in the business and social world. The program offers major options in Business Management and Fashion Merchandising.

Program Length

Four Semesters

Degree(s) Offered

Associate in Applied Science

Admission Requirements

Must meet all general admission requirements of the college.

Contact

The Student Success Center - Jones College, 601.477.4257 or Instructor: Ginger Keeton at 601.477.4085 or at ginger.keeton@jcjc.edu.

BUSINESS MANAGEMENT EMPHASIS

Career Certificate Option

Freshman Year

First Semester Credit Hours

SSP 1002 Smart Start Pathway	2
MMT 1113 Principles of Marketing	3
MMT 1323 Advertising	3
MMT 2213 Principles of Management	3
MMT 2323 Internet Marketing	3
MMT 1753 Marketing Seminar.....	3
Total Hours.....	17

Second Semester Credit Hours

MMT 1123 Marketing Management.....	3
MMT 1313 Selling.....	3
MMT 1413 Merchandising Math.....	3
MMT 2513 Entrepreneurship.....	3
CCS 1113 Computer Applications or Computer Elective.....	3
Total Hours.....	15

Technical Degree Option

Freshman Year

First Semester Credit Hours

SSP 1002 Smart Start Pathway.....	2
MMT 1113 Principles of Marketing.....	3
MMT 1323 Advertising.....	3
MMT 2213 Principles of Management.....	3
MMT 2323 Internet Marketing.....	3

MMT 1753 Marketing Seminar.....	3
Total Hours.....	17

Second Semester Credit Hours

MMT 1123 Marketing Management.....	3
MMT 1313 Selling.....	3
MMT 1413 Merchandising Math.....	3
MMT 2233 Human Resource Management.....	3
MMT 2613 International Marketing.....	3
MMT 2513 Entrepreneurship.....	3
Total Hours.....	18

Sophomore Year

First Semester Credit Hours

MMT 2243 Marketing Case Studies.....	3
BOT 1133 or CSC 1113 Computer Elective.....	3
BAD 2413 Legal Environment to Business.....	3
Approved Elective.....	3
Total Hours.....	12

BUSINESS MANAGEMENT EMPHASIS

Associate in Applied Science Option

Freshman Year

First Semester Credit Hours

SSP 1002 Smart Start Pathway.....	2
MMT 1113 Principles of Marketing.....	3
MMT 1323 Advertising.....	3
MMT 2213 Principles of Management.....	3
MMT 2313 E-Commerce.....	3
MMT 1753 Marketing Seminar.....	3
Total Hours.....	17

Second Semester Credit Hours

MMT 1123 Marketing Applications.....	3
MMT 1313 Selling.....	3
MMT 1413 Merchandising Math.....	3
MMT 2233 Human Resource Management.....	3
MMT 2613 International Marketing.....	3
ENG 1113 English Comp I.....	3
Total Hours.....	18

Sophomore Year

First Semester Credit Hours

MMT 2243 Marketing Case Studies.....	3
BOT 1133 or CSC 1113 Computer Elective.....	3
BAD 2413 Legal Environment to Business.....	3
Approved Elective.....	3
ENG 1123 English Comp. II.....	3
Total Hours.....	15

Second Semester Credit Hours

MMT 2423 Retail Management.....	3
SPT 1113 Public Speaking I.....	3
MAT 1313 College Algebra.....	3
PSC 1113 American National Government or PSY 1514 General Psychology.....	3
Total Hours.....	12

Approved electives include those listed in the MCCB approved CTE and/or Academic Uniform Course Numbering Document. Through the approved curriculum, course substitutions may be allowed at the discretion of the Marketing advisor.
Must take CPAS in final semester.