

BUSINESS AND MARKETING MANAGEMENT TECHNOLOGY
CURRICULUM

FIRST YEAR

First Semester			Hours
MMT	1113	Principles of Marketing.....	3
MMT	1313	Personal Selling.....	3
MMT	1413	Merchandise Math.....	3
MMT	1711	Seminar I.....	1
ENG	1113	English Composition I.....	3
CSC	1113	Computer Concepts or higher level computer course.....	3
Total Hours			16

Second Semester

MMT	2313	E-Commerce Marketing.....	3
MMT	2213	Principles of Management	3
MMT	1721	Seminar II.....	1
Social/Behavioral Science Elective.....			3
Accounting Elective			3
Economics Elective			3
Total Hours			16

SECOND YEAR

First Semester

MMT	2233	Human Resource Management.....	3
MMT	1123	Marketing Management.....	3
MMT	2423	Retail Management	3
MMT	1731	Seminar III	1
MAT	1313	College Algebra or higher or Natural Science with Lab.....	3/4
SPT	1113	Public Speaking I.....	3
Total Hours			16/17

Second Semester

MMT	2513	Entrepreneurship.....	3
MMT	1323	Advertising.....	3
MMT	2243	Marketing Case Studies	3
MMT	1741	Seminar IV	1
BAD	2413	Legal Environment of Business	3
Humanities/Fine Arts Elective			3
Total Hours			16
Total Semester Hours.....			64/65