

**BUSINESS AND MARKETING MANAGEMENT TECHNOLOGY
CURRICULUM**

FIRST YEAR

First Semester			Hours
MMT	1113	Principles of Marketing	3
MMT	1313	Selling	3
MMT	1223	Consumer Behavior	3
IST	1113	Fundamentals of Information Technology.....	3
ENG	1113	English Composition I	3
Total Hours			15

Second Semester

MMT	2323	Internet Marketing	3
MMT	2213	Principles of Management	3
MMT	1123	Marketing Management.....	3
BOT	1313	Applied Business Math.....	3
Social/Behavioral Science Elective			3
Total Hours			15

SECOND YEAR

First Semester

MMT	2233	Human Resource Management.....	3
MMT	2523	Event Management	3
MMT	2423	Retail Management	3
Math			
or			
Natural Science with Lab.....			3/4
SPT	1113	Public Speaking I	
or			
SPT	2173	Interpersonal Communication.....	3
Total Hours			15/16

Second Semester

MMT	2513	Entrepreneurship.....	3
MMT	1323	Advertising.....	3
MMT	2343	Marketing Web Page Design	3
BAD	2413	Legal Environment of Business	3
Humanities/Fine Arts Elective			3
Total Hours			15
Total Semester Hours.....			60/61