

Business and Marketing Management Technology

ONLINE

First Year

First Semester

MMT 1113	Principles of Marketing.....	3
MMT 1313	Selling.....	3
MMT 1223	Consumer Behavior.....	3
I S T 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 or 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
	College Algebra or Natural Science with Lab.....	3/4
	Communication Elective (SPT 1113 or SPT 2173).....	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 or Fine Arts Elective.....	3
	Total Hours.....	15

Total Program Hours.....60/61

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