Marketing Management
Mississippi Curriculum Framework

Marketing/Marketing Management - CIP: 52.1401
E-Commerce - CIP: 52.0208 (E-Commerce/Electronic Commerce)

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The Office of Curriculum and Instruction (OCI) was founded in 2013 under the Division of Workforce, Career, and Technical Education at the Mississippi Community College Board (MCCB). The office is funded through a partnership with The Mississippi Department of Education (MDE), who serves as Mississippi's fiscal agent for state and federal Career and Technical Education (CTE) Funds. The OCI is tasked with developing statewide CTE curriculum, programming, and professional development designed to meet the local and statewide economic demand.

Table of Contents

National Standards

MBA Research and Curriculum Center

Marketing Management, and E-Commerce standards are aligned with the Master of Business Administration Research and Curriculum Center standards. The center is a not-for-profit, research-based support for all Business Administration educators: entrepreneurship, finance, hospitality, management/administration, and marketing.

For more information, please visit www.mbaresearch.org.

Industry Job Projection Data

A summary of occupational data is available from the Mississippi Department of Employment Security.

https://mdes.ms.gov/information-center/labor-market-information/

Articulation

Check with the local community college CTE administration for articulation agreements.

Industry Credentials, Certifications, and Professional Licensure

As curricula are revised or developed for Career Technical Education (for credit) programs at Mississippi's community colleges, appropriate industry credentials/certifications/professional licensure are identified (where applicable).

Each community college cooperating with businesses/industries in their college district determines if and when industry credentials/certifications/professional licensure are warranted.

Contact each community college for more information.

Dual Enrollment

See the "Procedures Manual for Dual Enrollment and Accelerated Programs"

http://www.mississippi.edu/cjc/dual_enrollment.asp

Assessment Strategies

The Office of Curriculum and Instruction's professional development offer assessment strategies to faculty members implementing the curriculum. Additionally, standards were included in course content when appropriate.

Research Abstract

In the spring of 2024, the Office of Curriculum and Instruction (OCI) met with the different industry members who made up the advisory committees for the Marketing Management, & E-Commerce Technology. An industry questionnaire was used to gather feedback concerning the trends and needs, both current and future, of their field. Program faculty, administrators, and industry members were consulted regarding industry workforce needs and trends.

Industry advisory team members from the college involved with this program were asked to give input related to changes to be made to the curriculum framework. Specific comments related to soft skills needed in this program include computer skills, excel, communication skills, public speaking, leadership ability, basic math skills, punctual and good attitudes. Occupation-specific skills stated include organizational skills, personable service provider, ability to interact with others, and knowledge of design.

Revision History

2012, Research and Curriculum Unit, Mississippi State University
2018, Office of Curriculum and Instruction, Mississippi Community College Board
2024, Office of Curriculum and Instruction, Mississippi Community College Board

Program Description

Marketing Management

The Marketing Management program of study prepares the graduate for a career in marketing, professional sales, advertising, management, retail management, entrepreneurship, and human resource management. A combination of classwork and practical experience gives students the opportunity to acquire the background and skills necessary to enter the business and community workforce in positions leading to the mid-management level and higher.

E-Commerce Technology

A program that prepares individuals to plan, manage, supervise, and market electronic business operations, products, and services provided via the Internet. This includes instruction in business administration, information technology, information resources management, web design, social media, computer and Internet laws and policies such as computer privacy and security, e-trading, insurance, electronic marketing, investment capital planning, enterprise operations, personnel supervision, contracting, and product and service networking.

Suggested Course Sequence

Marketing Management
Accelerated Integrated Career Pathway

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 2213	Principles of Management	3	3	0	45	
	Other Instructor Approved Elective(s) per local community college	9				
	Total	**15**				

Career Certificate Required Courses

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 1313 **OR** MMT 2623	Professional Sales Services Marketing	3	3	0	45	
MMT 1123 **OR** MMT 2243	Marketing Management **OR** Marketing Case Analysis	3	3	0	45	
MMT 2353 **OR** Elective	Digital Media Applications **OR** Computer Related Elective	3	2	2	60	
MMT 1413 **OR** BOT 1313 **OR** Elective	Retail Math **OR** Applied Business Math or **OR** Approved Math Course	3	3	0	45	
MMT 2213	Principles of Management	3	3	0	45	
	Other Instructor Approved Elective(s) per local community colleges	12				
	TOTAL	**30**				

Technical Certificate Required Courses

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 2323 **OR** MMT 2313 **OR** MMT 1513	Internet Marketing **OR** E-Commerce **OR** Social Media Marketing	3	2	2	60	
MMT 1323	Advertising	3	3	0	45	
MMT 2233	Human Resources Management	3	3	0	45	
	Other Instructor Approved Elective(s) per local community college	6				
	TOTAL	**15**				

E-Commerce Technology
Accelerated Integrated Career Pathway

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 1123 **OR** MMT 2243	Marketing Management **OR** Marketing Case Analysis	3	3	0	45	
	Other Instructor Approved Elective(s) per local community college	9				
	Total	**15**				

Career Certificate Required Courses

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 1313 **OR** MMT 2623	Professional Sales **OR** Services Marketing	3	3	0	45	
MMT 2313 **OR** MMT 2323	E-Commerce Marketing **OR** Internet Marketing	3	2	2	60	
MMT 2113	Internet Concepts	3	2	2	60	
MMT 1123 **OR** MMT 2243	Marketing Management **OR** Marketing Case Analysis	3	3	0	45	
MMT 2343	Marketing Web Page Design	3	2	2	60	
BOT 1493 **OR** MMT 1513	Social Media Management **OR** Social Media Marketing	3	2	2	60	
MMT 2133	Software Essentials for E-Business	3	3	0	45	
	Other Instructor Approved Elective(s) per local community college	6				
	TOTAL	**30**				

Technical Certificate Required Courses

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1323	Advertising	3	3	0	45	
MMT 2613	International Marketing	3	3	0	45	
MMT 2513	Entrepreneurship	3	3	0	45	
	Other Instructor Approved Elective(s) per local community college	6				
	TOTAL	**15**				

General Education Core Courses

To receive the Associate of Applied Science Degree, a student must complete all of the required coursework and a minimum of 15 semester hours of General Education Core. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester or provided primarily within the last semester. Each community college will specify the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college. The Southern Association of Colleges and Schools (SACS) Commission on Colleges Standard 2.7.3 from the Principles of Accreditation: Foundations for Quality Enhancement1 describes the general education core.

Section 2.7.3   In each undergraduate degree program, the institution requires the successful completion of a general education component at the collegiate level that (1) is substantial component of each undergraduate degree, (2) ensures breadth of knowledge, and (3) is based on a coherent rationale. For degree completion in associate programs, the component constitutes a minimum of 15 semester hours or the equivalent. These credit hours are to be drawn from and include at least one course from the following areas: humanities/fine arts, social/behavioral sciences, and natural science/mathematics. The courses do not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession.

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
	Humanities/Fine Arts	3				
	Social/Behavioral Sciences	3				
	Math/Science	3				
	Other academic courses per local community college requirements for AAS degree	6				
	TOTAL	**15**				

1

Southern Association of Colleges and Schools Commission on Colleges. (2024). *The principles of accreditation: Foundations for quality enhancement.* Retrieved from

https://sacscoc.org/app/uploads/2024/02/2024-POA-Resource-Manual.pdf

Marketing Management & E-Commerce Electives

*Any course not listed as a required course may be used as an elective.

Course Number	Course Name	Semester Credit Hours	SCH Breakdown			Total Contact Hours	Program Certifications
			Lecture	Lab	Internship		
MMT 1113	Principles of Marketing	3	3	0	0	45	
MMT 1123	Marketing Management	3	3	0	0	45	
MMT 1223	Consumer Behavior	3	3	0	0	45	
MMT 1313	Professional Sales	3	3	0	0	45	
MMT 1323	Advertising	3	3	0	0	45	
MMT 1413	Retail Math	3	3	0	0	45	
MMT 171(1-3) MMT 172(1-3) MMT 173(1-3) MMT 174(1-3) MMT 175(1-3)	Marketing Seminar I, II, III, IV, V	1-3	0	2-6	0	30-90	
MMT 2113	Internet Concepts	3	2	2	0	60	
MMT 2133	Software Essentials for E- Business	3	2	2	0	60	
MMT 2213	Principles of Management	3	3	0	0	45	
MMT 2233	Principles of Human Resource Management	3	3	0	0	45	
MMT 2243	Marketing Case Analysis	3	3	0	0	45	
MMT 2313	E-Commerce Marketing	3	3	0	0	45	
MMT 2323	Internet Marketing	3	3	0	0	45	
MMT 2343	Marketing Web Page Design	3	2	2	0	60	
MMT 2353	Digital Media Applications	3	2	2	0	60	
MMT 2423	Retail Management	3	3	0	0	45	
MMT 2433	Advanced Human Resource Management	3					
MMT 2513	Entrepreneurship	3	3	0	0	45	
MMT 2523	Event Management	3	2	2	0	60	
MMT 2613	International Marketing	3	3	0	0	45	
MMT 2623	Services Marketing	3	3	0	0	45	
MMT 291(1-6)	Internship in Marketing Management	1-6	0	0	3-18	45-270	
MMT 1513	Social Media Marketing	3	0			45	
MMT 2413	Marketing Professional Skills	3	0			45	
	All other electives approved by instructor per local community college policy.						

Marketing Management Course Descriptions

Course Number and Name: **MMT 1113**   **Principles of Marketing**

Description: Study of principles and problems of marketing goods and services and methods of distribution from producer to consumer. Topics include types, functions, and practices of wholesalers and retailers and efficient techniques in the development and expansion of markets.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Explore each facet of the marketing mix and marketing strategies.
   a. Define marketing and Explain its value in the free-enterprise system.
   b. Identify and analyze the external and internal influences that affect marketing decisions.
   c. Identify and describe each element of the marketing mix: price, product, place, and promotion.
   d. Identify and contrast marketing strategies used for the consumer and industrial or business markets.
   e. Analyze appropriate target markets, segmentation strategies, and positioning.
   f. Determine classifications of goods and services within the appropriate stage of the product life cycle.
   g. Contrast the industrial/business to business/organizational market with the consumer market, including the marketing of goods, services, or ideas.
   h. Determine appropriate criteria and stages in the development of new products.
   i. Explain pricing strategies for new product development.
   j. Explain concepts of marketing research and identify opportunities to use research in marketing activities.

Standards and Guidelines for Marketing Management

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT18   Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

MKT19   Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

Course Number and Name: **MMT 1123   Marketing Management**

Description: A project-based course as a continuation of MMT 1113.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Expand and evaluate the critical trends and issues in the field of marketing.
    a. Create a marketing plan.
    b. Identify information and sources to assist with the development of the marketing plan.
    c. Research and develop the financial components of a marketing plan.

Standards and Guidelines for Marketing Management

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: MMT 1223 Consumer Behavior

Description: This course introduces the fundamentals of Consumer Behavior patterns and motivations of the buying process and their relationship in the marketplace. "Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:
1. Introduce the fundamentals of Consumer Behavior and its impact on Marketing
2. Explain the changing American society and its impact on Consumer Behavior
    a. Assess demographics and how it impacts the marketplace
    b. Analyze the different cultural markets
    c. Introduce subcultures and group influences on Consumer Behavior
    d. Understand the impact of families and households in the American culture as respect to Consumer Behavior
3. Explain the internal and external influences on a buying decision
    a. Define perception of the consumer
    b. Discuss product positioning and product learning if needed
    c. Compare lifestyles of consumers and the cultural groups they belong to
    d. Explain attitudes and influences that effect the attitudes of the consumer
4. Explain the Consumer Behavior Decision Process
    a. Assess the situational influences
    b. Assess the buying problem, how a consumer searches for alternatives, and the selection process
    c. Explain the post purchase process and how to minimize cognitive dissonance in a consumer's mind relative to a specific product

Standards and Guidelines for Marketing Management

MKT15   Understands the concepts and processes needed to identify, select, monitor, and evaluate sale channels.

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

Course Number and Name: **MMT 1313   Professional Sales**

Description: Basic principles and techniques of professional sales and their practical application. Topics include basic elements of consumer behavior, developing selling strategies, closing and servicing a sale, and developing consumer relations.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:
 1. Understand the professional sales process.
    a. Identify differences between consumer and business selling.
    b. Understand the sales process including prospecting, making initial contact, needs assessment, handling objections, closing and follow-up.
    c. Recognize how buying behavior plays a critical role in sales.
 2. Analyze the importance of communication and relationship building in selling.
    a. Understand the significance of effective communication skills in sales including verbal and non-verbal and written communication.
    b. Understand how to build credibility through trust, honesty and business ethics.
 3. Identify opportunity management in selling.
    a. Understand the integration of technology by use of platforms like social media and customer relationship management software.
    b. Determine the role of time management, territory management, and records management in selling.
 4. Prepare a professional sales presentation.
    a. Develop a strategy that includes knowledge of the product/service, suggestive selling and competition.

Standards and Guidelines for Marketing Management

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT18   Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 1323   Advertising**

Description: The role of advertising as an integrated marketing communications tool. Topics included are product and consumer analysis, media selection, and creation of advertisements.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:
1. Understand target audience
    a. Analyze target audiences by identifying demographic, psychographic, and behavioral characteristics crucial for advertising campaigns.
    b. List sources for locating secondary information about target audience.
2. Examine media selection and planning
    a. Understand the basics of each type of advertising media such as print, broadcast, and digital.
    b. Learn the importance of selecting appropriate media channels, media rates, negotiating media placements, and creating media schedules to maximize the reach and impact of advertising campaigns within specified budgets.
3. Create the content needed for an advertising campaign
    a. Craft compelling advertising messages tailored to different target audiences and media platforms.

Standards and Guidelines for Marketing Management

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT18   Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

MKT19   Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: MMT 1413   Retail Math

Description: Study of the mathematical calculations involved in basic retail business operations.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Apply the mathematical calculations relating to the retail business process.
    a. Calculate the cumulative markup figures and individual markup figures.
    b. Illustrate how to improve average markup with additional purchases.
    c. Apply effective pricing strategies utilizing merchandising formulas.
    d. Explain inventory and cash flow in the business process.
    e. Calculate and understand shipping cost.

Standards and Guidelines for Marketing Management

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

Course Number and Name: **MMT 1513   Social Media Marketing**

Description: This course equips students with the skills to excel in social media marketing. From understanding platform fundamentals to measuring campaign success, students learn to leverage social media for business objectives. Through lectures, case studies, and hands-on exercises, students develop practical skills to succeed in the competitive digital landscape.

Hour Breakdown:

Semester Credit Hours	Lecture	Externship	Contact Hours
3	3		45

Prerequisite: Instructor Approved

Student Learning Outcomes:
1. Develop tailored social media marketing plans aligned with business objectives, audience, and platforms.
2. Master creating engaging content across platforms and curating relevant content for a compelling online presence.
3. Explore strategies for building and managing online communities, including effective engagement and customer service.
4. Gain proficiency in using analytics tools to track and optimize campaign performance for maximum return on investment (ROI).

Course Number and Name: MMT 171(1-3)   Marketing Seminar I, II, III, IV, V
                             MMT 172(1-3)
                             MMT 173(1-3)
                             MMT 174(1-3)
                             MMT 175(1-3)

Description: Develops leadership skills and human-relations skills necessary for success in the field of marketing management. Special programs and activities will address topics directly related to marketing careers and career development. Provides experiential marketing experiences to instruction.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
1-3	0	2-6	30-90

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Develop professionalism and leadership skills through organizational activities and projects.
   a. Identify functions and roles of group members in a variety of scenarios.
   b. Present acceptable solutions to ethical dilemmas in business.
   c. Demonstrate proper problem solving and conflict resolution techniques.
   d. Demonstrate communication and team building skills.
2. Explore career opportunities.
   a. Become aware of opportunities that exist in the field of marketing.
   b. Demonstrate an understanding of the role of professional organizations in career advancement.
   c. Identify current job market trends.
   d. Identify sources used to obtain job leads.
3. Understand the real world of marketing through live scenarios and experiential learning opportunities.
4. Design and develop an individual career plan.
   a. Prepare a résumé.
   b. Prepare correspondence related to employment.
   c. Prepare a job application.
   d. Develop interview skills.
   e. Demonstrate appropriate business attire.
   f. Assemble a portfolio.

Standards and Guidelines for Marketing Management

BC1   Understands the responsibility of business to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.
BC2   Understands the concepts, strategies, and systems used to obtain and convey ideas and information.
BC5   Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.
BC6   Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture.
BC12   Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

Course Number and Name: **MMT 2113   Internet Concepts**

Description: Students learn key concepts and the skills needed to navigate the Internet. They learn to use the latest tools to search for information, communicate with email, understand security threats, protect themselves, create web pages and understand networking.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:
1. Explore the history and structure of the internet.
2. Develop communication skills over the internet.
3. Discuss Internet navigation tools.
4. Explore safeguards against security threats for personal and business use on the Internet.
5. Identify options to verify the credibility of information found on the Internet.

Standards and Guidelines for Marketing Management

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 2133   Software Essentials for E-Business**

Description: Introductory course for business computer graphics and digital communication applications. Students will learn how to create and enhance digital images for business purposes.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:
1. Explore various types of software used in business graphics.
2. Learn how to use digital communication applications effectively for E-Commerce.
3. Demonstrate how to create and edit graphic images for an E-Commerce business.

Standards and Guidelines for Marketing Management

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 2213**   **Principles of Management**

Description: Study of the basic principles and functions of organizational management with special emphasis on planning, organizing, leading, and controlling.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Analyze the functions of management.
    a. Identify and define the basic parts of the planning process.
    b. Identify and describe the major components of organization.
    c. Explore the primary styles of leadership.
    d. Identify and classify the basic motivational theories.
    e. Examine the different types of organizational communications.
    f. Define and identify the steps of the control process.
    g. Identify problem solving techniques
2. Identify the primary types of managers and their roles.
3. Assess a code of acceptable business ethics.
    a. Evaluate the use of proper business ethics.
    b. Explore different business ethics in various cultures.

Standards and Guidelines for Marketing Management

BC1   Understands the responsibility of business to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.

BC3   Understands the techniques and strategies used to foster positive, ongoing relationships with customers.

BC4   Understands the economic principles and concepts fundamental to business operations.

BC5   Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.

BC8   Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources.

BC9   Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist in business decision making.

BC10   Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.

BC11   Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

Course Number and Name: **MMT 2233**   **Principles of Human Resource Management**

Description: The study of the objectives, organizational structure, and functions of human resource management. Emphasis is placed on selection and placement, job evaluation, training, education, safety, health, employer-employee relationships, and employee services.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Identify the information relative to the procurement, placement, training, and development of human resources.
   a. Discuss government regulations that impact human resources.
   b. Demonstrate various motivational methods for improving performance.
   c. Demonstrate the roles managers play in employee relations.
   d. Explain wage and salary, fringe benefits, and other compensation incentives.
   e. Identify selection and termination procedures.
   f. Discuss appraisal and performance review.
   g. Discuss policy, practice, and procedure manuals.
   h. Discuss and analyze crisis management.

Standards and Guidelines for Marketing Management

BC2   Understands the concepts, strategies, and systems used to obtain and convey ideas and information.

BC3   Understands the techniques and strategies used to foster positive, ongoing relationships with customers.

BC5   Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.

BC8   Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources.

BC11   Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

Course Number and Name: **MMT 2243**   **Marketing Case Analysis**

Description: The study of effective marketing management decision making through case study analysis.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Interpret and analyze data to define problems and identify opportunities for innovative solutions in marketing management situations.
    a. Apply appropriate reasoning skills to a problem-solving approach.
    b. Interpret and evaluate quantitative data that will be present in an actual business situation.
    c. Analyze the elements of product planning.
    d. Explain how physical distribution activities are integrated in marketing channels and in comprehensive marketing strategies.
    e. Analyze the elements of a promotional mix.
    f. Determine market segments, and forecast market potential.
    g. Evaluate uncontrollable variables affecting marketing management.
2. Evaluate and present an analysis of business case studies.
    a. After evaluating information that is presented, Incorporate all objectives of the course to create a strategic plan for the business.

Standards and Guidelines for Marketing Management

MKT15   Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT18   Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

Course Number and Name: **MMT 2313   E-Commerce Marketing**

Description: This course introduces the fundamental opportunities and challenges associated with e-commerce activities. Topics include history of the internet, marketing and selling activities via the web, integrating social media into your website and ethic/taxation on the internet.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:
 1. Examine marketing strategies involved in electronic commerce.
    a. Compare the relationships between the Internet and e-commerce.
    b. Critique the marketing issues related to e-commerce.
    c. Explain purchasing and business support activities as they relate to e-commerce.
 2. Explore e-commerce challenges.
    a. Evaluate Web promotion techniques.
    b. Examine international, legal, and ethical issues as they relate to e-commerce.
    c. Understand the history of the internet and e-commerce
    d. Critique effective Web sites.
    e. Assess usability testing in Web site design.
 3. Analyze the use of social media and the role it plays in marketing communications.
    a. Define the types of social media available.
    b. Understand the impact of social media on marketing communications.
    c. Determine how to effectively integrate social media into an organization's integrated marketing communications.

Standards and Guidelines for Marketing Management

MKT15   Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.
MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.
MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.
MKT19   Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 2323**   **Internet Marketing**

Description: This course introduces the online application of marketing communications. Topics include basic website design, search engine optimization, digital promotions, email and social media marketing, and opportunities and challenges associated with e-commerce activities.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Examine internet marketing strategies.
   a. Evaluate online promotion techniques.
   b. Critique and assess the effectiveness of various web sites.
   c. Discuss privacy, ethical, and security issues related to internet marketing.
   d. Explain business support activities as they relate to e-commerce.
2. Analyze the use of social media and the role it plays in marketing communications.
   a. Define the types of social media available.
   b. Understand the impact of social media on marketing communications.
   c. Determine how to effectively integrate social media into an organization's marketing communications.

Standards and Guidelines for Marketing Management

MKT15   Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT19   Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 2343   Marketing Web Page Design**

Description: Use creative marketing strategies, concepts, and techniques to design
                                 Web sites that will reach designated target markets.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Plan a business Web site using the principles and elements of marketing design and concepts.
    a. Explain the use of color, layout, graphics, font styles, and video in the design of marketing Websites.
2. Explore requirements for publishing a marketing Website.
3. Explore requirements for evaluating the effectiveness of a marketing Website.

Standards and Guidelines for Marketing Management

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 2353**   **Digital Media Applications**

Description: Design and deliver multimedia marketing presentations through the use of appropriate multimedia software and tools. Topics include marketing design concepts and related marketing communication strategies.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60
3	1	4	75

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Demonstrate ability to create a variety of digital media using industry-approved design software.
   a. Identify, describe, and select tools and software resources available for the production of digital media.
   b. Analyze and apply corporate identity and branding techniques.
   c. Understand and apply the design elements and principles to the production of digital media.
   d. Exhibit a high level of craftsmanship in the presentation of digital media.
2. Develop an integrated marketing communication strategy for a product, service, or brand.
   a. Identify appropriate target market.
   b. Utilize the logo design process to develop an appropriate corporate or brand identity.
   c. Demonstrate a cohesive creative direction in the creation of a variety of digital media.

Standards and Guidelines for Marketing Management

MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

MKT20   Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

MKT21   Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 2413**   **Marketing Professional Skills**

Description: Provides the student with basic understanding of job skills in order to enter the workforce.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Develop professionalism and leadership skills through organizational activities and projects.
    a. Demonstrate communication and team building skills.
2. Explore career opportunities.
    a. Apply human relationship skills and positive work habits.
    b. Perform assignments to develop positive work habits and responsibilities.
3. Job Related Software Essentials
    a. Word
    b. Excel
    c. PowerPoint
4. Design and develop an individual career plan.
    a. Prepare a résumé.
    b. Prepare correspondence related to employment.
    c. Prepare a job application.
    d. Develop interview skills.
    e. Demonstrate appropriate business attire.
    f. Assemble a portfolio.

Course Number and Name: **MMT 2423** **Retail Management**

Description: Introduction to retailing and the retail management process.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Examine strategies necessary for successful and efficient retail operations.
    a. Explain the role of retailing in the chain of distribution.
    b. Analyze retail classifications.
    c. Apply the retail mix in order to balance the business operation.
    d. Compare retail pricing strategies.
    e. Analyze inventory management systems.
    f. Evaluate non-store retail strategies.
    g. Identify performance measures, and discuss their importance.
2. Assess the role of visual merchandising in retail merchandising.
    a. Examine the concept of retail image as it is related to the atmosphere it creates through the exterior, general interior, layout, and displays.
    b. Recognize effective use of visual merchandising techniques.
    c. Analyze the impact of community relations on a retailer's image.
3. Analyze criteria necessary in selecting a site location or store layout.

Standards and Guidelines for Marketing Management

MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.
MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.
MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.
MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.
MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

Course Number and Name: **MMT 2433   Advanced Human Resource Management**

Description: The Advanced study of the objectives, organizational structure, and functions of human resource management. Case study, theory and practice in the HRM areas of selection and placement, job evaluation, training, education, safety, health, employer-employee relationships, and employee services.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

Prerequisite: MMT 2233 Principles of Human Resource Management

Student Learning Outcomes:
1. Critically assess existing theory and practice in the field of HRM
    a. Respond positively to problems in unfamiliar contexts
    b. Identify and apply new ideas, methods and ways of thinking
    c. Demonstrate competence in communicating and exchanging ideas in a group context
2. Analyze and discuss different methods of research of HRM

Standards and Guidelines for Marketing Management

BC2   Understands the concepts, strategies, and systems used to obtain and convey ideas and information.

BC3   Understands the techniques and strategies used to foster positive, ongoing relationships with customers.

BC5   Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.

BC8   Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources.

BC11   Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

Course Number and Name: **MMT 2513   Entrepreneurship**

Description: Overview of key marketing concepts, methods, and strategic issues relevant to entrepreneurs and the activities involved with planning, establishing, and managing a small business enterprise.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:
 1. Analyze characteristics of entrepreneurial opportunities.
    a. Analyze the major advantages and disadvantages of entrepreneurship.
    b. Compare the characteristics of various forms of business ownership.
 2. Develop a business plan for a potential or existing business.
    a. Assess the feasibility of proposed business.
    b. Select and support the chosen form of business ownership.
    c. Identify and analyze the proposed target market.
    d. Examine factors involved in determining location.
    e. Develop a marketing and promotional plan.
    f. Explore financing options available to entrepreneurs.
    g. Create and calculate projected financial statements.
    h. Develop and write an executive summary.

Standards and Guidelines for Marketing Management

BC4   Understands the economic principles and concepts fundamental to business operations.
BC6   Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture.
BC7   Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.
BC10   Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
BC11   Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.
BC13   Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.
BC14   Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department.
MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.
MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

Course Number and Name: **MMT 2523   Event Management**

Description: An overview of event management to include the design of a plan for special
                                events, trade and consumer shows, exhibitions, and conventions.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor Approved

Student Learning Outcomes:
 1. Create a framework for an effective and efficient special event.
      a. Determine feasibility of the event.
      b. Identify special events and public relations strategies.
      c. Identify the criteria required for developing a successful event.
 2. Apply the framework for implementing an event.
      a. Establish performance-based objectives.
      b. Develop a cost-effective budget.
      c. Evaluate and choose site options.
      d. Create a safety and security plan.
      e. Develop and construct an event calendar.
      f. Delegate responsibilities for the successful completion of each activity.
      g. Create a public relations plan for marketing events using appropriate media.
      h. Present or execute a proposed plan.
      i. Evaluate event outcome and effectiveness.
      j. Learn about technology that is available to help promote an event.

Standards and Guidelines for Marketing Management

BC6   Understands the concepts, processes, and skills associated with identifying new ideas, opportunities,
          and methods and with creating or starting a new project or venture.
MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.
MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and
          disseminate information for use in making business decisions.
MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select
          audience.
MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and
          meet customers' perceptions of value.
MKT19 Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or
          service mix in response to market opportunities.
MKT20 Understands the concepts and strategies needed to communicate information about products, services,
          images, and/or ideas to achieve a desired outcome.
MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through
          planned, personalized communication that influences purchase decisions and enhances future business
          opportunities.

Course Number and Name: **MMT 2613   International Marketing**

Description: Provide students with an overview and understanding of international
                                    marketing. This involves an analysis of world markets, their respective
                                    consumers and environments, and the marketing management required
                                    to meet the demands of constantly changing foreign markets.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:
1. Analyze the framework for conducting business in an international market.
    a. Examine the scope of international marketing.
    b. Compare and contrast the different international business environments.
    c. Analyze the cultural dynamics of international marketing to include business customs and practices.
    d. Assess the political environment in various international markets.
    e. Contrast the international legal environment to the legal environment of the United States.
    f. Define marketing opportunities in established and emerging markets.
    g. Analyze global and promotional alternatives.
    h. Discuss pricing methods and the negotiation process for international markets.
    i. Discuss new and future international marketing trends.
2. Explore and examine international marketing through the use of the Internet.
    a. Identify companies that are using electronic communications for developing international business.
    b. Analyze the previous companies' marketing strategies utilizing the World Wide Web.

Standards and Guidelines for Marketing Management

BC3   Understands the techniques and strategies used to foster positive, ongoing relationships with customers.
BC5   Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships
         with others.
BC13   Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods
         and services.
MKT16   Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate
         information for use in making business decisions.
MKT17   Understands the concepts and strategies utilized to determine and target marketing strategies to a select
         audience.

Course Number and Name: **MMT 2623** **Services Marketing**

Description: This course provides a comprehensive understanding of services marketing with a focus on implementation of service strategies across a variety of industries.

Hour Breakdown:

Semester Credit Hours	Lecture	Externship	Contact Hours
3	3	0	45

Prerequisite: Instructor Approved

Student Learning Outcomes:

1. Analyze marketing and leadership problems of service driven companies and how they may or may not differ from product driven companies.
2. Develop plans to implement marketing programs in service companies that provide a supreme customer experience and extreme customer loyalty.
3. Understand the importance of segment and target research to service companies and how to find customers who value or need the service.
4. Negotiate, plan and implement integrated marketing programs.
5. Develop and plan meaningful customer centric programs.
6. Prepare a professional presentation.

Standards and Guidelines for Marketing Management

BC5   Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.

BC12   Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

Course Number and Name: **MMT 291(1-6)** **Internship in Marketing Management**

Description: Direct application of concepts and theory of marketing management. Students will work in a marketing-related environment.

Hour Breakdown:

Semester Credit Hours	Lecture	Externship	Contact Hours
1-6	0	3-18	45-270

Prerequisite: Instructor Approved

Student Learning Outcomes:
1. Apply technical skills needed to be a viable member of the workforce.
   a. Prepare a list of training objectives to be achieved in the internship.
   b. Develop technical skills needed to be a viable member of the workforce.
2. Apply human relationship skills and positive work habits.
   a. Use proactive human relationship skills in the internship.
   b. Perform assignments to develop positive work habits and responsibilities.
3. Assess accomplishment of training objectives.
   a. Present weekly written reports to the instructor in activities performed and training objectives accomplished.
   b. Prepare a written assessment of intern accomplishments utilizing employer evaluations.
4. Utilize a set of written guidelines for the internship.
   a. Develop and follow a set of written guidelines for the internship.

Standards and Guidelines for Marketing Management

BC5   Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.

BC12   Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

Appendix A: Recommended Tools and Equipment

Marketing Management, and E-Commerce

Student computers or laptop (1 per student)
Scanner (1 per program)
Laser Printer (1 per program)
High speed internet access

Other equipment items can be added when deemed appropriate by the community college industry craft committee or by industry/business training requirements.

Recommended Instructional Aids

Instructional laptop (2 per program)
Smart Board
Digital Camera/Digital Video Camera (1 per program)
Adobe Creative Suite
Microsoft Office
Aerial Drone with video camera

Appendix B: Curriculum Definitions and Terms

- Course Name – A common name that will be used by all community colleges in reporting students
- Course Abbreviation – A common abbreviation that will be used by all community and junior colleges in reporting students

- Classification – Courses may be classified as the following:

  o Career Certificate Required Course – A required course for all students completing a career certificate.
  o Technical Certificate Required Course – A required course for all students completing a technical certificate.
  o Technical Elective – Elective courses that are available for colleges to offer to students.

- Description – A short narrative that includes the major purpose(s) of the course

- Prerequisites – A listing of any courses that must be taken prior to or on enrollment in the course

- Corequisites – A listing of courses that may be taken while enrolled in the course

- Student Learning Outcomes – A listing of the student outcomes (major concepts and performances) that will enable students to demonstrate mastery of these competencies

The following guidelines were used in developing the program(s) in this document and should be considered in compiling and revising course syllabi and daily lesson plans at the local level:

- The content of the courses in this document reflects approximately 75% of the time allocated to each course. The remaining 25% of each course should be developed at the local district level and may reflect the following:
  o Additional competencies and objectives within the course related to topics not found in the state framework, including activities related to specific needs of industries in the community college district
  o Activities that develop a higher level of mastery on the existing competencies and suggested objectives
  o Activities and instruction related to new technologies and concepts that were not prevalent at the time the current framework was developed or revised
  o Activities that include integration of academic and career–technical skills and course work, school-to-work transition activities, and articulation of secondary and postsecondary career– technical programs
  o Individualized learning activities, including work-site learning activities, to better prepare individuals in the courses for their chosen occupational areas

- Sequencing of the course within a program is left to the discretion of the local college. Naturally, foundation courses related to topics such as safety, tool and equipment usage, and other fundamental skills should be taught first. Other courses related to specific skill areas and related academics, however, may be sequenced to take advantage of seasonal and climatic conditions, resources located outside of the school, and other factors. Program must include a minimum of 15 semester hours of General Education Core Courses. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester. Each community college specifies the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college.

- In order to provide flexibility within the districts, individual courses within a framework may be customized by doing the following:

  o Adding new student learning outcomes to complement the existing competencies and suggested objectives in the program framework
  o Revising or extending the student learning outcomes
  o Adjusting the semester credit hours of a course to be up 1 hour or down 1 hour (after informing the Mississippi Community College Board [MCCB] of the change)

Appendix C: Course Crosswalk

<table>
<tr><td colspan="6" align="center">Course Crosswalk
Marketing Management
(CIP:52.1401)</td></tr>
<tr><td colspan="6" align="center">Note: Courses that have been added or changed in the 2024 curriculum are highlighted.</td></tr>
<tr><td colspan="3" align="center">Previous</td><td colspan="3" align="center">Current</td></tr>
<tr><td colspan="3" align="center">2012 MS Curriculum Framework</td><td colspan="3" align="center">2018 MS Curriculum Framework</td></tr>
<tr><td>Course Number</td><td>Course Title</td><td>Hours</td><td>Course Number</td><td>Course Title</td><td>Hours</td></tr>
<tr><td>MMT 1113</td><td>Principles of Marketing</td><td>3</td><td>MMT 1113</td><td>Principles of Marketing</td><td>3</td></tr>
<tr><td>MMT 1123</td><td>Marketing Applications</td><td>3</td><td></td><td>Changed to MMT 1123 Marketing Management</td><td></td></tr>
<tr><td></td><td>Replaced MMT 1123 Marketing Applications</td><td></td><td>MMT 1123</td><td>Marketing Management</td><td>3</td></tr>
<tr><td></td><td></td><td></td><td>MMT 1223</td><td>Consumer Behavior</td><td>3</td></tr>
<tr><td>MMT 1313</td><td>Selling</td><td>3</td><td>MMT 1313</td><td>Selling</td><td>3</td></tr>
<tr><td>MMT 1323</td><td>Advertising</td><td>3</td><td>MMT 1323</td><td>Advertising</td><td>3</td></tr>
<tr><td>MMT 1413</td><td>Merchandising Math</td><td>3</td><td>MMT 1413</td><td>Merchandising Math</td><td>3</td></tr>
<tr><td>MMT 171(1-3)
MMT 172(1-3)
MMT 173(1-3)
MMT 174(1-3)
MMT 175(1-3)</td><td>Marketing Seminar I, II, III, IV, V</td><td>1-3</td><td>MMT 171(1-3)
MMT 172(1-3)
MMT 173(1-3)
MMT 174(1-3)
MMT 175(1-3)</td><td>Marketing Seminar I, II, III, IV, V</td><td>1-3</td></tr>
<tr><td></td><td></td><td></td><td>MMT 2113</td><td>Internet Concepts</td><td>3</td></tr>
<tr><td></td><td></td><td></td><td>MMT 2133</td><td>Software Essentials for E- Business</td><td>3</td></tr>
<tr><td>MMT 2213</td><td>Principles of Management</td><td>3</td><td>MMT 2213</td><td>Principles of Management</td><td>3</td></tr>
<tr><td>MMT 2233</td><td>Human Resource Management</td><td>3</td><td>MMT 2233</td><td>Human Resource Management</td><td>3</td></tr>
<tr><td>MMT 2243</td><td>Marketing Case Studies</td><td>3</td><td>MMT 2243</td><td>Marketing Case Studies</td><td>3</td></tr>
<tr><td>MMT 2313</td><td>E-Commerce Marketing</td><td>3</td><td>MMT 2313</td><td>E-Commerce Marketing</td><td>3</td></tr>
<tr><td>MMT 2333</td><td>Multimedia Presentations for Marketing</td><td>3</td><td></td><td></td><td></td></tr>
<tr><td>MMT 2343</td><td>Marketing Web Page Design</td><td>3</td><td>MMT 2343</td><td>Marketing Web Page Design</td><td>3</td></tr>
<tr><td></td><td></td><td></td><td>MMT 2353</td><td>Digital Media Applications</td><td>3</td></tr>
<tr><td>MMT 2423</td><td>Retail Management</td><td>3</td><td>MMT 2423</td><td>Retail Management</td><td>3</td></tr>
<tr><td>MMT 2513</td><td>Entrepreneurship</td><td>3</td><td>MMT 2513</td><td>Entrepreneurship</td><td>3</td></tr>
<tr><td>MMT 2523</td><td>Event Management</td><td>3</td><td>MMT 2523</td><td>Event Management</td><td>3</td></tr>
<tr><td>MMT 2613</td><td>International Marketing</td><td>3</td><td>MMT 2613</td><td>International Marketing</td><td>3</td></tr>
<tr><td></td><td></td><td></td><td>MMT 2623</td><td>Service Marketing</td><td>3</td></tr>
<tr><td>MMT 291(1-6)</td><td>Internship in Marketing Management</td><td>1-6</td><td>MMT 291(1-6)</td><td>Internship in Marketing Management</td><td>1-6</td></tr>
<tr><td>MMT 292(1-6)</td><td>Marketing Cooperative Education</td><td>1-6</td><td>MMT 292(1-6)</td><td>Marketing Cooperative Education</td><td>1-6</td></tr>
</table>

Course Crosswalk **Marketing Management** **(CIP:52.1401)**					
Note: Courses that have been added or changed in the 2024 curriculum are highlighted.					
Revised					
2024 MS Curriculum Framework					
Course Number	**Course Title**	**Hours**			
MMT 1113	Principles of Marketing	3			
MMT 1123	Marketing Management	3			
MMT 1223	Consumer Behavior				
MMT 1313	Professional Sales	3			
MMT 1323	Advertising	3			
MMT 1413	Retail Math	3			
MMT 1513	Social Media Marketing	3			
MMT 171(1-3) MMT 172(1-3) MMT 173(1-3) MMT 174(1-3) MMT 175(1-3)	Marketing Seminar I, II, III, IV, V	1-3			
MMT 2113	Internet Concepts	3			
MMT 2133	Software Essentials for E-Business	3			
MMT 2213	Principles of Management	3			
MMT 2233	Principles of Human Resource Management	3			
MMT 2243	Marketing Case Analysis	3			
MMT 2313	E-Commerce Marketing	3			
MMT 2323	Internet Marketing				
MMT 2343	Marketing Web Page Design	3			
MMT 2353	Digital Media Applications				
MMT 2413	Marketing Professional Skills	3			
MMT 2423	Retail Management	3			
MMT 2433	Advanced Human Resource Management	3			
MMT 2513	Entrepreneurship	3			
MMT 2523	Event Management	3			
MMT 2613	International Marketing	3			
MMT 2623	Services Marketing	3			
MMT 291(1-6)	Internship in Marketing Management	1-6			

Recommended Textbook List CIP 52.1401: Marketing and CIP: 52.0208: E-Commerce		
Book Title	**Author(s)**	**ISBN**
Welcome To Hospitality: An Introduction 3rd Ed. (eBook)	Chon/Maier	978-1-1117-8068-5
Event Planning and Management: Principles, Planning and Practice 3rd Ed.	Dowson | Albert | Lomax	978-1-3986-0710-1
MindTap for Boone/Kurtz' Contemporary Marketin[Instant Access]	Boone/Kurts	978-0-3574-3539-7
SELL 7th Ed. with MindTap	Ingram, LaGorge | Avila, Schwepker |Williams	978-0-3579-0139-7
Merchandising Mathematics for Retailing	Easterling, Flottman, Jernigan and Wuest	978-0-1330-7296-9
Advertising, Promotion, and other aspects of Integrated Marketing Communications with MindTap	Andrews and Shimp	978-1-3372-8976-4
CB 9th edition with MindTap	Babin	978-0-3575-1825-0
New Perspectives on the Internet: Comprehensive, Loose-leaf Version	Evans	978-1-3056-5691-8
MGMT 12th Ed. with MindTap	Williams	978-0-3571-3775-8
Human Resource Management with MindTap	Valentine, Meglich, Mathis and Jackson	978-1-3379-1658-5
Marketing Strategy text and cases	Ferrell, Hartline, Hochstein	978-0-3577-1042-5
Electronic Marketing	Schnieider	978-0-3576-8732-1
Digital Marketing Foundations and Strategy with MindTap	Zahay	978-0-3579-0775-7
Web Design: Introductory with MindTap	Campbell	978-0-3576-9449-7
Digital Media Concepts and Applications with MindTap	Crews, May	978-0-3571-3692-8
Retailing	Dunne, Lusch, Carver	
Small Business Management: Launching & Growing Entrepreneurial Ventures with MindTap	Longenecker, Petty, Palich and Hoy	978-0-3577-1882-7
Hospitality an Introduction	Chon, Maier	
International Marketing	Czinkota	978-0-3577-1024-1