

Business and Marketing Management Technology

Adviser: McCann • Offered at DeSoto Center-Southaven only

Career Certificate • Technical Certificate • Associate of Applied Science

Business and Marketing Management Technology is a two-year business program designed to prepare students for careers in dynamic marketing professions. Any business, firm, or organization that offers products and/or services can only be competitive if it markets its products/services successfully. Specialized occupational training includes internet marketing, consumer behavior, marketing, entrepreneurship, management, advertising, selling, and retail management. Students in the program will complete the CPAS exam.

FRESHMAN YEAR

First Semester	Semester Hours	Second Semester	Semester Hours
MMT 1114, Prin. of Marketing	4	MMT 1123, Marketing Management	3
MMT 1313, Selling	3	MMT 1413, Merchandising Math	3
MMT 2213, Prin. of Management	3	MMT 1223, Consumer Behavior	3
MMT 1712, Marketing Seminar I	2	MMT 2423, Retail Management	3
MMT 2513, Entrepreneurship	3	BOT Computer Elective	3
Total	15	Total	15

CAREER CERTIFICATE EXIT POINT

SOPHOMORE YEAR

First Semester	Semester Hours	Second Semester	Semester Hours
**BAD 2413, Legal Environ of Bus.....	3	**MMT 1722, Marketing Sem II	2
**MMT 2323, Internet Marketing	3	**MMT 1324, Advertising	4
Math/Science Elective	3	**MMT 2233, Human Res Mgmt	3
ENG 1113, English Comp I	3	Humanities/Fine Arts Elective	3
SPT 1113, Public Speaking I	3	Social/Behavioral Science Elective	3
Total	15	Total	15

** Courses required in addition to Career Certificate courses for Technical Certificate.

Business and Office Technology

The Business and Office program includes a basic core of courses designed to prepare a student for a variety of entry-level positions in the following areas: Administrative Office Technology, Business Management Technology, and Medical Office Technology.

Business and Office is a two-year program of study which requires courses in the career-technical core, designated areas of concentration, and the academic core. The Associate of Applied Science degree is earned upon the successful completion of the Business and Office curriculum.

Administrative Office Technology

Advisers: Randall, Sugg (DeSoto Center); Littrell, Barber, Buchanan (LYTC); Dickerson, Etherton, McGuffee (Senatobia) • Offered at Senatobia campus, DeSoto Center-Southaven, Lafayette-Yalobusha Technical Center (Oxford) • *Major can be completed fully online*

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The Administrative Office Technology program is designed to prepare a student for