

## 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

a career as an administrative assistant. Upon successful completion of the required two-year curriculum, the student will receive an Associate of Applied Science degree. Students in the program will complete Office Proficiency Assessment and Certifications.

## FRESHMAN YEAR

First Semester	Semester Hours	Second Semester	Semester Hours
BOT 1013, Intro. to Keyboarding (1st minisession) .....	3	BOT 1763, Communication Essentials.....	3
BOT 1233, Microsoft Word I (2nd minisession).....	3	BOT 1823, Microsoft Excel I.....	3
BOT 1313, Appl. Business Math .....	3	BOT 2433, Quickbooks.....	3
BOT 1433, Business Accounting.....	3	BOT 1243, Microsoft Word II .....	3
BOT 1413, Records Management.....	3	*BOT Adviser Approved Elective.....	3
Total	15	Total	15

## CAREER CERTIFICATE EXIT POINT

## SOPHOMORE YEAR

Third Semester	Semester Hours	Fourth Semester	Semester Hours
BOT 2233, Human Resource Mgmt. ....	3	ENG 1113, English Comp. I .....	3
BOT 2333, Microsoft Access .....	3	SPT 1113, Public Speaking.....	3
BOT 1853, Microsoft Excel II.....	3	Humanities/Fine Arts Elective.....	3
BOT 2183, Career Readiness.....	3	Social/Behavioral Science Elective.....	3
*BOT Adviser Approved Elective.....	3	Math/Science Elective .....	3
Total	15	Total	15

## TECHNICAL CERTIFICATE EXIT POINT

\* BOT Electives: BOT 1493 Social Media Management, BOT 2133 Desktop Publishing, BOT 2723 Administrative Office Procedures, WBL 1913 Work-Based Learning

## Business Management Technology

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The Business Management Technology curriculum is a two-year program that provides training in management with an emphasis on planning, organizing, and coordinating. Individuals are trained for career opportunities in production and distribution industries, small businesses, legal offices, insurance companies, financial institutions, and self-employment. Upon successful completion of this program, graduates earn the Associate of Applied Science degree. Students in the program will complete Office Proficiency Assessment and Certifications.

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