

**DEKALB TECHNICAL COLLEGE**  
*Clarkston Campus*

**MARKETING MANAGEMENT  
FIVE-QUARTER DIPLOMA**

The Marketing Management diploma program prepares students for employment in a variety of positions in today's marketing and management fields. It provides learning opportunities that introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement. Additionally, the program provides opportunities to upgrade present knowledge and skills or to retrain in the area of marketing management. Students may select either the Entrepreneurship Option or the Marketing Administration Option.

**ENTREPRENEURSHIP OPTION**

<u>Course Number</u>	<u>Course</u>	<u>Class Hours</u>	<u>Lab Hours</u>	<u>Total Hours</u>	<u>Credit Hours</u>	<u>Prerequisite/Corequisite</u>
<b>FIRST QUARTER</b>						
ACC 101	Principles of Accounting I	40	40	80	6	Program Admission
ENG 111	Business English	50	0	50	5	*, See catalog for pre-reqs
MAT 111	Business Mathematics	50	0	50	5	*
SCT 100	Introduction to Microcomputers	<u>10</u>	<u>40</u>	<u>50</u>	<u>3</u>	
	<b>TOTAL</b>	150	80	230	19	
<b>SECOND QUARTER</b>						
ACC 102	Principles of Accounting II	40	40	80	6	ACC 101
ENG 112	Business Communications	50	0	50	5	ENG 111
MKT 100	Introduction to Marketing	50	0	50	5	
MSD 100	Management Principles <b>OR</b>					
MKT 101	Principles of Management	<u>50</u>	<u>0</u>	<u>50</u>	<u>5</u>	ENG 111 or 191
	<b>TOTAL</b>	190	40	230	21	
<b>THIRD QUARTER</b>						
MKT 103	Business Law	50	0	50	5	
MKT 104	Principles of Economics	50	0	50	5	*
MKT 106	Fundamentals of Selling	50	0	50	5	
MKT 108	Advertising	<u>30</u>	<u>20</u>	<u>50</u>	<u>4</u>	*
	<b>TOTAL</b>	180	20	200	19	
<b>FOURTH QUARTER</b>						
MKT 110	Entrepreneurship	60	40	100	8	*
MKT 122	Buying & Merchandise Management	50	0	50	5	*
MKT 134	Entrepreneurship O.B.I. I	<u>0</u>	<u>100</u>	<u>100</u>	<u>3</u>	** , ENG 111 or ENG 191
	<b>TOTAL</b>	110	140	250	16	
<b>FIFTH QUARTER</b>						
EMP100	Interpersonal Relations and Professional Development	30	0	30	3	
MKT 123	Small Business Management	60	40	100	5	ACC 101, ENG 111, MAT 111
XXX XXX	Elective	<u>        </u>	<u>        </u>	<u>        </u>	<u>        </u>	
	<b>TOTAL</b>	90+	140+	230+	10	

\*Program admission level English, reading, and/or math competency required.

\*\* Program Admission and 20 hours of Marketing courses

**CIP CODE: 52.180102**

**MAJOR CODE: MM02**

**REQUIRED CREDIT HOURS: 85**

**10/07**

The curriculum is subject to change to meet changing conditions. As set forth in its catalog, DeKalb Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, veteran status, or citizenship status (except in those special circumstances permitted or mandated by law).

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**MARKETING ADMINISTRATION OPTION**

Course Number	Course	Class Hours	Lab Hours	Total Hours	Credit Hours	Prerequisite/Corequisite
<b>FIRST QUARTER</b>						
ACC 101	Principles of Accounting I	40	40	80	6	Program Admission
ENG 111	Business English	50	0	50	5	*, See catalog for pre-reqs
MAT 111	Business Mathematics	50	0	50	5	*
SCT 100	Introduction to Microcomputers	<u>10</u>	<u>40</u>	<u>50</u>	<u>3</u>	
	<b>TOTAL</b>	150	80	230	19	
<b>SECOND QUARTER</b>						
ENG 112	Business Communications	50	0	50	5	*, ENG 111
MKT 100	Introduction to Marketing	50	0	50	5	
MSD 100	Management Principles <b>OR</b>					
MKT 101	Principles of Management	50	0	50	5	ENG 111 or 191
MKT 106	Fundamentals of Selling	<u>50</u>	<u>0</u>	<u>50</u>	<u>5</u>	
	<b>TOTAL</b>	200	0	200	20	
<b>THIRD QUARTER</b>						
MKT 103	Business Law	50	0	50	5	
MKT 104	Principles of Economics	50	0	50	5	*
MKT 108	Advertising	<u>30</u>	<u>20</u>	<u>50</u>	<u>4</u>	*
	<b>TOTAL</b>	130	20	150	14	
<b>FOURTH QUARTER</b>						
MKT 109	Visual Merchandising	30	20	50	4	
MKT 122	Buying and Merchandise Management	50	0	50	5	*
MKT 130	Marketing Administration O.B.I. I	0	100	100	3	** , ENG 111 or ENG 191
MSD 104	Human Resource Management	50	0	50	5	
XXX XXX	Elective				<u>1</u>	
	<b>TOTAL</b>	130+	120+	250+	18	
<b>FIFTH QUARTER</b>						
EMP100	Interpersonal Relations and Professional Development	30	0	30	3	
MKT 110	Entrepreneurship	60	40	100	8	*
MKT 131	Marketing Administration O.B.I. II	<u>0</u>	<u>100</u>	<u>100</u>	<u>3</u>	MKT 130
	<b>TOTAL</b>	90	140	230	14	

\*Program admission level English, reading, and/or math competency required.

\*\* Program Admission and 20 hours of Marketing courses

**CIP CODE: 52.180102**

**MAJOR CODE: MM02**

**REQUIRED CREDIT HOURS: 85**

**10/07**

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**COURSE DESCRIPTIONS**

**ACC 101 - PRINCIPLES OF ACCOUNTING I (6)**

Prerequisite: Program Admission

Introduces the student to the basic concepts of the complete accounting cycle and provides the student with the necessary skills to maintain a set of books for a sole proprietorship. Topics include: accounting vocabulary, introduction to transactions, debits and credits, journalizing, posting, financial statements, adjusting, closing, and banking procedures. Laboratory work demonstrates theory presented in class.

**ACC 102 - PRINCIPLES OF ACCOUNTING II (6)**

Prerequisite: ACC 101 with a minimum grade of "C"

Applies the basic principles of accounting to account classifications and subsidiary record accounting. Topics include: partnerships, inventory, receivables and payables, payroll, and plant assets. Laboratory work demonstrates theory presented in class.

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**MARKETING MANAGEMENT COURSE DESCRIPTIONS**

**MKT 100 - INTRODUCTION TO MARKETING (5)**

Emphasizes the trends and the dynamic forces that affect the marketing process and the coordination of the marketing functions. Topics include: marketing strategies, marketing mix, marketing trends, and dynamic forces acting on the market.

**MKT 101 - PRINCIPLES OF MANAGEMENT (5)**

Prerequisite: ENG 111 or ENG 191

Develops skills and behaviors necessary for successful supervision of people and job responsibilities. Emphasis is placed on personnel management, the basic supervisory functions, supervisory skills and techniques, and the special challenges and demands of supervising employees. Topics include: management theories, employee morale, motivating, supervising and evaluating employees, recruitment, screening, and selection of employees, supervision techniques, and functions of management.

**MKT 103 - BUSINESS LAW (5)**

Introduces the study of contracts and other business obligations and the legal environment. Topics include: creation and evolution of laws, court decision process, sales contracts, commercial papers, risk-bearing devices, and the Uniform Commercial Code.

**MKT 104 - PRINCIPLES OF ECONOMICS (5)**

Prerequisite: Program Admission level math competency

Provides a study of micro and macro economic principles, policies, and applications. Topics include: economic systems, supply and demand, money and banking, the business cycle, and international economics.

**MKT 106 - FUNDAMENTALS OF SELLING (5)**

Emphasizes sales strategy and techniques that will assist the individual in the sales process. Topics include: customer relations, personal preparation, product/service knowledge, selling techniques and procedures, sales presentations, and the ethics of selling.

**MKT 108 - ADVERTISING (4)**

Prerequisite: Program Admission

Introduces the fundamental principles and practices associated with advertising activities. Topics include: the purposes of advertising and other sales promotional techniques, principles of advertising, budgeting, marketing and advertising plans, regulations and controls of advertising, media evaluation, target marketing, and selection, campaign planning, and trends in advertising.

**MKT 109 - VISUAL MERCHANDISING (4)**

Focuses on the components of display necessary for the effective visual presentation of goods and services. Opportunities will be provided to utilize the principles and techniques that are common to display work in various types of businesses. Emphasis will be placed on design, color, tools, and materials, and installation of displays. Topics include: design principles, color principles, tools and materials of the trade, props and fixtures, lighting and signing, and installation of displays, store planning and safety.

**MKT 110 – ENTREPRENEURSHIP (8)**

Prerequisite: Program Admission level math competency

Provides an overview of the activities that are involved in the planning, establishing, and managing of a small business enterprise. Topics include: planning, location analysis, financing, and development of business plan.

**MKT 122 – BUYING & MERCHANDISING MANAGEMENT(5)**

Prerequisite: Program Admission

Introduces the fundamental principles of buying, merchandising, and accounting for products and services. Develops skills for the potential entrepreneur to effectively merchandise and manage a business. Topics include but are not limited to: principles of merchandising, traffic patterns, basic stock and inventory, inventory control, mark-ups and mark downs, and types of discounts.

**MKT 123 - SMALL BUSINESS MANAGEMENT (5)**

Prerequisites: ACC 101, ENG 111, MAT 111

Summarizes competencies included in the entrepreneurship specialization and provides opportunities for application and demonstration of skills. Topics include: management principles, marketing functions, financial applications, and trend toward the growing entrepreneurial potential. An open lab accompanies the lecture class for Marketing majors.

**MKT 130 - MARKETING ADMINISTRATION OCCUPATIONAL-BASED INSTRUCTION I (3)**

Prerequisites: Program Admission, ENG 111 or ENG 191; 20 hours of MKT courses

Introduces students to the application and reinforcement of marketing administration and employability principles in an actual job placement or practicum experience. Students are acquainted with occupational responsibilities through realistic work situations and provided with insights into marketing administration applications on the job. Topics include: problem solving, adaptability to the job setting, use of proper interpersonal skills, application of marketing administration techniques, and professional development. The occupation-based instruction is implemented through the use of written individualized training plans, written performance evaluation, a required weekly seminar, and on-the-job training.

**MKT 131 - MARKETING ADMINISTRATION OCCUPATIONAL-BASED INSTRUCTION II (3)**

Prerequisite/Corequisite: MKT 130

Focuses on the application and reinforcement of marketing administration and employability principles in an actual job placement or practicum experience. Students are acquainted with occupational responsibilities through realistic work situations and provided with insights into marketing administration applications on the job. Topics include (but are not limited to): problem solving, adaptability to the job setting, use of proper interpersonal skills, application of marketing administration techniques, and professional development. The occupation-based instruction is implemented through the use of written individualized training plans, written performance evaluation, a required weekly seminar, and required practicum or on-the-job training.

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**MKT 134 – ENTREPRENEURSHIP OCCUPATIONAL-BASED INSTRUCTION I (3)**  
Prerequisites: Program Admission; ENG 111 or ENG 191; 20 hours of MKT courses  
Introduces students to the application and reinforcement of entrepreneurship and employability principles in an actual job placement or practicum experience. Students are acquainted with occupational responsibilities through realistic work situations and provided with insights into entrepreneurship applications on the job. Topics include: problem solving, adaptability to the job setting, use of proper interpersonal skills, application of entrepreneurship techniques, and professional development. The occupation-based instruction is implemented through the use of written individualized training plans, written performance evaluation, a required weekly seminar, and required practicum or on-the-job training.

**MSD 104 – HUMAN RESOURCE MANAGEMENT (5)**  
This course is designed as an overview of the Human Resource Management (HRM) function and the manager and supervisor's role in managing the career cycle from organizational entry to exit. It acquaints the student with the authority, responsibility, functions, and problems of the human resource manager, with an emphasis on developing familiarity with the real world applications required of employers and managers who increasingly are in partnership with HRM generalists and specialists in their organizations. Topics include: strategic human resource management, contemporary issues in HRM: ethics, diversity and globalization; the human resource/supervisor partnership; human resource planning and productivity; job description analysis, development, and design: recruiting, interviewing, and selecting employees; performance management and appraisal systems; employee training and development: disciplinary action and employee rights; employee compensation and benefits; labor relations and employment law; and technology applications in HRM.

<b>ESTIMATED PROGRAM COSTS</b>	
<b>MARKETING ADMINISTRATION OPTION</b>	
<b>First Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	246.00
<b>Total .....</b>	<b>\$790.00</b>
<b>Second Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	230.00
<b>Total .....</b>	<b>\$774.00</b>
<b>Third Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	242.00
<b>Total .....</b>	<b>\$786.00</b>
<b>Fourth Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	150.00
<b>Total .....</b>	<b>\$694.00</b>
<b>Fifth Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	230.00
<b>Total .....</b>	<b>\$774.00</b>
<b>Total Cost .....</b>	<b>\$3,818.00</b>

<b>ESTIMATED PROGRAM COSTS</b>	
<b>ENTREPRENEURSHIP OPTION</b>	
<b>First Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	246.00
<b>Total .....</b>	<b>\$790.00</b>
<b>Second Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	230.00
<b>Total .....</b>	<b>\$774.00</b>
<b>Third Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	242.00
<b>Total .....</b>	<b>\$786.00</b>
<b>Fourth Quarter</b>	
Tuition/Fees.....	\$544.00
Books.....	150.00
<b>Total .....</b>	<b>\$694.00</b>
<b>Fifth Quarter</b>	
Tuition/Fees.....	\$472.00
Books.....	230.00
<b>Total .....</b>	<b>\$702.00</b>
<b>Total Cost .....</b>	<b>\$3,746.00</b>

Tuition/fees and cost of books/supplies are estimates only and are subject to change without notice. Tuition is based on Georgia residency.  
10/07