

Business and Marketing Management Technology



Inside

[Admission Requirements](#)

[Course of Study](#)

Contact

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Division of Business

MERIDIAN
COMMUNITY COLLEGE

Admission Requirements

Progression: To meet graduation requirements for this program, students must successfully complete the specified courses listed below with a "C" average (GPA of 2.00) or better. A grade of "C" or higher is required in each MMT, FMT, and BAD course to progress in the program. The courses should be taken in sequence. Any change must be approved by the program coordinator.

Minimum admission requirements (in addition to general requirements):

Attain a 17 composite score on the ACT;

Or

Score a 70 or higher on the ACCUPLACER Reading Section and a 60 or higher on the Arithmetic Section;

Or

Earn a "C" or above in Intermediate English and Reading (ENG 0124);

Or

Complete 15 semester hours of program general education coursework with a "C" average or above at an accredited college or university. Developmental coursework does not satisfy this requirement.

Students in the Marketing Management Technology Program must attend MCC full-time (12 or more semester credit hours).

Course of Study

| First Semester | | Hours |
|---|--|------------------|
| ENG 1113 | English Composition I | 3 |
| MMT 1113 | Principles of Marketing | 3 |
| MMT 1313 | Selling | 3 |
| MMT 1413 | Merchandising Math | 3 |
| | Computer Related Elective | 3 |
| MMT 1710 | Marketing Seminar I | 0.5 |
| MMT 1000 | Marketing Management Technology Lab | 0 |
| Semester Hours | | 15.5 |
| Second Semester | | |
| *MMT 1123 | Marketing Applications | 3 |
| MMT 2233 | Human Resource Management | 3 |
| MMT 2423 | Retail Management | 3 |
| SPT 1113 | Public Speaking | 3 |
| | Social/Behavioral Science Elective | 3 |
| MMT 1000 | Marketing Management Technology Lab | 0 |
| MMT 1720 | Marketing Seminar II | 0.5 |
| *Prerequisite: MMT 1113 Principles of Marketing Business and Marketing Management Career Certificate/31 hours. | | |
| Semester Hours | | 15.5 |
| SECOND YEAR | | |
| First Semester | | |
| MMT 1323 | Advertising | 3 |
| MMT 2213 | Principles of Management | 3 |
| MMT 2313 | E-Commerce Marketing | 3 |
| ECO 2113 | Economics I | 3 |
| | or | |
| WBL 2913 | Work Based Learning | |
| MMT 1730 | Marketing Seminar III | 0.5 |
| | Math/Science with Lab Elective | 3/4 |
| MMT 1000 | Marketing Management Technology Lab | 0 |
| Business and Marketing Management Technical Certificate/46.5 or 47.5 hours | | |
| Semester Hours | | 15.5/16.5 |
| Second Semester | | |
| BAD 2413 | Legal Environment of Business | 3 |
| FMT 1233 | Buying Fundamentals | 3 |
| MMT 2243 | Marketing Case Studies | 3 |
| | Humanities /Fine Arts Elective | 3 |
| MMT 1740 | Marketing Seminar IV | 0.5 |
| | Accounting Elective (BOT 1433 or ACC1213) | 3 |
| MMT 1000 | Marketing Management Technology Lab | 0 |
| Semester Hours | | 15.5 |
| Total Semester Hours | | 62/63 |