

BUSINESS AND MARKETING MANAGEMENT TECHNOLOGY

Freshman Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
MMT 1113 Principles of Marketing	3	ACC 2213 Principles of Accounting I	3
MMT 1313 Selling	3	MMT 1123 Marketing Applications	3
MMT 1413 Merchandising Math	3	MMT 1323 Advertising	3
ENG 1113 English Composition I	3	MMT 2333 Multimedia Presentation	3
CSC 1113 Intro. to Computer Concepts OR		SPT 1113 Public Speaking I	<u>3</u>
CSC 1123 Microcomputer Applications	<u>3</u>		15
	15		

Sophomore Year

<i>First Semester</i>	<i>Hrs.</i>	<i>Second Semester</i>	<i>Hrs.</i>
MMT 2213 Principles of Management	3	BAD 2413 Legal Environment of Bus.	3
MMT 2233 Human Resource Mgt.	3	MMT 1753 Marketing Seminar	3
MMT 2313 E-Commerce Marketing	3	MMT 2513 Entrepreneurship	3
CTE 1001 CPAS Prep	1	MMT 2523 Event Management	3
Approved Social/Behavioral Science Elective	3	Approved Humanities/Fine Arts Elective	<u>3</u>
Approved Math/Science with Lab Elective	<u>3/4</u>		115
	16/17		

Completion Award: Associate in Applied Science