

**PROGRAM REQUIREMENTS**

[www.cvtc.edu](http://www.cvtc.edu) - 1-800-547-2882

START DATE(S): August, January

EFFECTIVE: **August 2011**

**Marketing Management**

*Associate Degree*

Course Number	Course Title	Hrs./Week	Credits	Prerequisite(s)/Comments
<b>First Semester</b>				
102-111	<a href="#">Introduction to Human Resources</a>	3	3	
102-131	<a href="#">Introduction to Business</a>	3	3	
103-102	<a href="#">Microsoft Office Suite</a>	3	2	
104-102	<a href="#">Marketing Principles</a>	3	3	
801-195	<a href="#">Written Communications</a>	3	3	<a href="#">(See Prepared Learner Guide)</a>
809-198	<a href="#">Introduction to Psychology</a>	3	3	<a href="#">(See Prepared Learner Guide)</a>
<b>Total Semester Hrs./Week and Total Credits</b>		<b>hrs. 18</b>	<b>cr. 17</b>	
<b>Second Semester</b>				
104-125	<a href="#">Promotion Principles</a>	4	3	104-102
104-104	<a href="#">Professional Selling</a>	3	3	
101-111	<a href="#">Accounting 1</a> OR	5	4	
101-105	<a href="#">Introduction to Accounting</a>	3	3	
102-112	<a href="#">Principles of Management</a>	3	3	
801-196	<a href="#">Oral/Interpersonal Communications</a>	3	3	<a href="#">(See Prepared Learner Guide)</a>
<b>Total Semester Hrs./Week and Total Credits</b>		<b>hrs. 16-18</b>	<b>cr. 15-16</b>	
<b>Third Semester</b>				
104-152	<a href="#">Technology in Marketing</a>	2	2	104-102, 104-125
104-105	<a href="#">Marketing Research</a>	4	3	104-102
104-166	<a href="#">Enterprise Marketing &amp; Management</a>	8	4	104-102, 104-104, 104-125
104-160	<a href="#">Entertainment/Sports Event Marketing</a>	3	3	104-102, 104-125
801-198	<a href="#">Speech</a>	3	3	<a href="#">(See Prepared Learner Guide)</a>
809-195	<a href="#">Economics</a>	3	3	<a href="#">(See Prepared Learner Guide)</a>
<b>Total Semester Hrs./Week and Total Credits</b>		<b>hrs. 23</b>	<b>cr. 18</b>	
<b>Fourth Semester</b>				
104-169	<a href="#">Marketing Internship</a>		1	Program Student, 104-166; Co-requisite: 104-182
104-140	<a href="#">Business to Business Selling</a>	3	3	104-104
104-111	<a href="#">Consumer Behavior</a>	3	3	
104-182	<a href="#">Professional Development for Marketing</a>	2	2	Program Student; 104-166; Co-requisite: 104-169
104-183	<a href="#">Marketing Management</a>	3	3	104-102, 104-105, 104-125
804-123	<a href="#">Math with Business Application</a> OR	4	3	<a href="#">(See Prepared Learner Guide)</a>
804-189	<a href="#">Introductory Statistics</a>			<a href="#">(See Prepared Learner Guide)</a>
809-172	<a href="#">Race, Ethnic &amp; Diversity</a> OR	3	3	<a href="#">(See Prepared Learner Guide)</a>
809-196	<a href="#">Introduction to Sociology</a> OR			<a href="#">(See Prepared Learner Guide)</a>
809-166	<a href="#">Introduction to Ethics</a>			<a href="#">(See Prepared Learner Guide)</a>
<b>Total Semester Hrs./Week and Total Credits</b>		<b>hrs. 18</b>	<b>cr. 18</b>	

**TOTAL CREDITS REQUIRED = 68-69 2.0 MINIMUM PROGRAM CUMULATIVE GPA REQUIRED FOR GRADUATION**

If a student does not enroll in any courses at CVTC for two or more consecutive semesters, the student will be required to reapply with Admissions. Students must abide by any changes in admission requirements and degree requirements.

# Marketing Management Tips

## Prepared Learner

Prepared Learner classes are designed to get students ready for a variety of college-level academics, including reading, writing, math and science. Scores on the COMPASS® or ACT assessments will tell us if you need to take one or more areas of these classes, which may be required for some Gen Ed classes. Students must successfully complete each required Prepared Learner class with a C grade or better before registering for some General Education courses.

## Integrated Business Programs

When you applied to CVTC, you chose to pursue a degree in the marketing management field. Because there is a common set of core classes in the first and second semesters of the business management, human resources, and marketing management programs, students can more easily complete more than one program, graduating with multiple majors. You can also more easily change your program if you find that human resources or business management is a better fit for you. If you are interested in changing or adding a program, please make an appointment with your business program counselor.

## Continuing to a 4-year College/University

If you believe you'll be transferring to a four-year institution after graduating from CVTC, we recommend you enroll in 804-189 Introductory Statistics. This course transfers to most four-year institutions; if you want a more applied math course or don't think you'll be working toward a bachelor's degree, you may want to enroll in 804-123 Math & Business Applications.

101-111 Accounting 1 transfers to most 4-year institutions while 101-105 Introduction to Accounting does not transfer to most 4-year institutions.

## Marketing Internship

Internship should be taken 4<sup>th</sup> semester. Taking Internship during 3<sup>rd</sup> semester is not feasible as 104-166 Enterprise Marketing & Management (a 3<sup>rd</sup> semester course) will require numerous hours and is a prerequisite for the internship class.

## Professional Development for Marketing

Students must enroll in Professional Development for Marketing 104-182 concurrently with the internship course during fourth semester. This course will meet face-to-face in a traditional classroom and in a computer lab. Students will develop a professional career portfolio and an e-portfolio during the semester. It is important for students to start saving examples of work starting with their first semester in all of their core courses for documentation in their career portfolios.

## Distance Learning

Some courses are available online, in hybrid format, and evenings. Check the [course offerings listing](#) for more information.

## Financial Aid Considerations

Some courses may not be eligible for financial aid. Courses must be part of a program to be eligible. Consult [The Programs/Courses Not Eligible](#) list if you have questions about the financial aid ability of a course in which you're interested.

## Transfer Credit

To see what courses transfer to a public postsecondary institution in Wisconsin, check out the [Transfer Information System](#).

- Click on Credit Transfer Wizard
- Click on Course Wizard

You must contact the college you wish to attend to find out exactly what they expect and when you should seek admission.

## Certificates

If you intend to complete only a certificate and not the associate degree, contact the Registration Office to apply for certificate status or go to CVTC's website and complete the [Certificate Program Identification](#) form. If you are enrolled in an associate degree program, you do not need to apply for the certificate. Upon completion of a certificate, contact the Registration Office if you would like to receive the certificate document. There is a fee for the actual certificate. Some courses in certificates are not eligible for financial aid; please check [The Programs/Courses Not Eligible](#) list.

**Marketing Management Program Website:** You will find more information about the Marketing Management Program at: <http://www.cvtc.edu/pages/847.asp>

# Business Programs

Program Requirements Fall 2011

## Business Management

### First Semester

Course	Credits
102-111 Intro to Human Resources	3
102-131 Intro to Business	3
103-102 Microsoft Office Suite	2
104-102 Marketing Principles	3
801-195 Written Communications	3
809-198 Intro to Psychology	3

First Semester Total Credits 17

### Second Semester

Course	Credits
102-112 Principles of Management	3
104-104 Professional Selling	3
801-196 Oral/Interpersonal Communication	3
101-111 Accounting 1 OR 101-105 Intro to Accounting	4 3
102-113 Business Ethics	3

Second Semester Total Credits 15-16

### Third Semester

Course	Credits
801-198 Speech	3
809-195 Economics	3
102-109 Software Skills - Bus Mgr *	2
102-116 Mgmt Decision Making	3
101-184 Bus Finance & Budget	3
196-188 Project Management	3

Third Semester Total Credits 17

### Fourth Semester

Course	Credits
102-114 Managing Operations	3
102-150 International Business	3
102-117 Plan Bus Mgmt Career *	2
196-190 Leadership Development	3
102-115 Bus Mgmt Internship *	1
804-123 Math w/ Bus Apps OR 804-189 Introductory Statistics	3
809-196 Intro to Sociology	3

Fourth Semester Total Credits 18

## Human Resources

Course	Credits
102-111 Intro to Human Resources	3
102-131 Intro to Business	3
103-102 Microsoft Office Suite	2
104-102 Marketing Principles	3
801-195 Written Communications	3
809-198 Intro to Psychology	3

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Course	Credits
102-112 Principles of Management	3
104-104 Professional Selling	3
801-196 Oral/Interpersonal Communication	3
101-111 Accounting 1 OR 101-105 Intro to Accounting	4 3
196-127 Employee Relations	3

15-16

Course	Credits
801-198 Speech	3
809-195 Economics	3
102-113 Business Ethics	3
196-110 Employee Benefits	3
196-113 Human Resource Law	3
196-114 Recruitment & Selection	3

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Course	Credits
196-136 Safety in the Workplace	3
196-111 Performance Mgt & Rewards	3
101-121 Payroll Accounting	2
196-190 Leadership Develop OR 196-112 Training Systems	3
196-128 HR Internship *	1
804-123 Math w/ Bus Apps OR 804-189 Introductory Statistics	3
809-172 Race, Ethnic & Diversity	3

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## Marketing

Course	Credits
102-111 Intro to Human Resources	3
102-131 Intro to Business	3
103-102 Microsoft Office Suite	2
104-102 Marketing Principles	3
801-195 Written Communications	3
809-198 Intro to Psychology	3

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Course	Credits
102-112 Principles of Management	3
104-104 Professional Selling	3
801-196 Oral/Interpersonal Communication	3
101-111 Accounting 1 OR 101-105 Intro to Accounting	4 3
104-125 Promotion Principles *	3

15-16

Course	Credits
801-198 Speech	3
809-195 Economics	3
104-152 Technology in Marketing *	2
104-105 Marketing Research *	3
104-166 Enterprise Mktg & Mgmt *	4
104-160 Entertainment, Sports & Event Marketing *	3

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Course	Credits
104-140 Business to Bus Selling *	3
104-111 Consumer Behavior	3
104-182 Professional Dev for Marketing	2
104-183 Marketing Management *	3
104-169 Marketing Internship *	1
804-123 Math w/ Bus Apps OR 804-189 Introductory Statistics	3
809-196 Intro to Sociology OR 809-172 Race, Ethnic, Diversity OR 809-166 Intro to Ethics	3

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Total Program Credits

68

68-69

68-69

### Common Core Courses

\*Courses with Prerequisites