



Lanier Technical College

www.laniertech.edu

Oakwood Campus 2990 Landrum Education Dr. Oakwood, GA 30566 770-531-6300	Forsyth Campus 7745 Majors Road Cumming, GA 30041 770-781-6800	Winder-Barrow Campus 89 East Athens Street Winder, GA 30680 770-868-4080	Jackson Co. Campus 631 South Elm Street Commerce, GA 30520 706-335-1931	Dawson Campus 89 Tiger Circle Dawsonville, GA 30534 706-216-5461
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Marketing Management Degree

The Marketing Management program prepares students for employment in a variety of positions in today's marketing and management fields. The program 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. Program graduates receive a Marketing Management Associate of Applied Science degree. This program is offered by the Marketing Management (MKT) department.

Availability

Students are accepted every quarter based on course and space availability. This program offers day, evening and online classes at the Oakwood and Forsyth Campuses.

Program Costs

[Click here](#) to view program costs.

Financial Aid

Students in this program may be eligible for the HOPE Scholarship and the Pell Grant.

Requirements

- Applicant must be at least 16 years of age.
- High school diploma or GED is required prior to admission.
Official transcripts or GED scores must be submitted from all colleges and/or high schools attended for credit.
- Take the ASSET placement test or submit SAT, ACT, CPE or COMPASS test scores.
All tests must have been taken within five (5) years of application for admission.
- For technology requirements for online courses, click on [Technology Requirements](#).
- For textbook prices: [Lanier Tech Bookstore](#).

Curriculum

This program takes approximately 7 quarters to complete.

Area I - Essential Skills - 5 hours		Credit Hours
ENG 1101	Composition and Rhetoric	5
Area II - Humanities/Fine Arts – 5 hours		Credit Hours
ENG 2130	American Literature OR	5
HUM 1101	Introduction to Humanities	(5)
Area III - Social/Behavioral Science – 10 hours		Credit Hours
ECO 1101	Principles of Economics	5
ECO 2105	Principles of Macroeconomics OR	5

ECO 2106	Principles of Microeconomics OR	(5)
HIS 2112	U.S. History II OR	(5)
PSY 1101	Introduction to Psychology OR	(5)
SOC 1101	Introduction to Sociology	(5)
Area IV - Natural Science/Mathematics – 5 hours		Credit Hours
MAT 1101	Mathematical Modeling OR	5
MAT 1100	Quantitative Skills and Reasoning OR	(6)
MAT 1111	College Algebra	(5)
Area V - Other – 5 hours		Credit Hours
ENG 1105	Technical Communications OR	5
SPC 1101	Public Speaking	(5)

Occupational Courses		Credit Hours
ACC 2155	Legal Environment Of Business	5
	- OR -	
MKT-103	Business Law	(5)
MKT 100	Introduction To Marketing	5
MKT 101	Principles Of Management	5
	- OR -	
MSD-100	Management Principles	(5)
MKT 106	Fundamentals Of Selling	5
SCT 100	Introduction To Computers	3
And completion of specialization in one of the following areas:		Credit Hours
Marketing Administration		
ACC 1101	Principles Of Accounting I	6
MKT 108	Advertising	4
MKT 109	Visual Merchandising	4
	- OR -	
MKT-232	Advanced Sales	(4)
MKT 110	Entrepreneurship	8
MKT 122	Buying & Merchandise Mgmt	5
	- OR -	
MKT-228	Advanced Marketing	(5)
MKT 130	Marketing OBI I	3
MKT 131	Marketing OBI II	3
click here	Elective	12
Credit Hours Required For Graduation		98

For specific program information, please contact the Admissions Office at (770) 531-6300.

The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, political affiliation or belief, disabled veteran, veteran of the Vietnam Era or citizenship status, (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all education programs and activities including admissions policies, scholarship and loan programs, athletic and other Department and Technical College-administered program, including any Workforce Investment Act of 1998(WIA) Title I financed programs. It also encompasses the employment of personnel and contracting for goods and services. The Department and Technical Colleges shall promote the realization of equal opportunity through a positive continuing program of specific practices designed to ensure the full realization of equal opportunity.

Contact Person for Discrimination Issues:	Contact Person for Disability Related Accommodations:
Title IX Coordinator	Section 504 Coordinator
Lisa Wilson, Vice President for Student Affairs	Mallory Safley, Coordinator of Disability Services
(770) 531-2558	(770) 531-6330
Room 204L, Building 200	Room 201J, Building 200
Lanier Technical College	Lanier Technical College
2990 Landrum Education Drive	2990 Landrum Education Drive
Oakwood, GA 30566	Oakwood, GA 30566

To be eligible to graduate with a certificate, diploma or degree from LTC, a student must satisfactorily complete the program of study in which he/she is enrolled with a cumulative grade point average of at least 2.0 in courses within the chosen program of study; a minimum grade of "C" may be required for progress from specified courses to more advanced courses.

*Curriculum and costs are subject to change by the institution without prior notice.
Last Updated on 4/14/2010 5:33:24 PM.*