



Marketing Management Career Pathway (MMGT)		
Recommended Pathway Entry	Prerequisite	Concentrator
BF10 Principles of Business and Finance	MM51 Marketing	MA52 Marketing Applications MA52 Marketing Applications (H)

Principles of Business and Finance

Course Description

This course introduces students to topics related to business, finance, management, and marketing to cover business in the global economy, functions of business organization and management, marketing basics, and significance of business financial and risk management. English language arts, social studies, and mathematics are reinforced.

Marketing

Course Description

In this course, students develop an understanding of the processes involved from the creation to the consumption of products/services. Students develop skills in the areas of distribution, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Students develop an understanding of marketing function applications and impact on business operations. Mathematics and social studies are reinforced.

Marketing Applications

Course Description

Prerequisite: MM51 Marketing

In this course, students will apply an understanding of marketing functions and impact of the functions on business decisions. Through problem solving and critical thinking, students will apply knowledge and skills in the areas of customer relations, economics, financial analysis, channel management, marketing- information management, marketing planning, products and services management, and selling. Relative opportunities are available for students to use technology to acquire and use marketing information. English, language arts, and social studies are reinforced.