

The Division of Business Administration

MANAGEMENT AND MARKETING

The Management and Marketing Program is designed to prepare students for entry-level management and marketing positions or for management or marketing training programs in retail, wholesale, service and manufacturing companies. A student in this program also receives the well-rounded training necessary to initiate and run his/her own business.

A student who completes the requirements will be awarded the Associate of Applied Science degree in Applied Business Technology: Major-Management and Marketing.

COURSES	Hours
ACCT 2101 Principles of Accounting I.....	3
ACCT 2102 Principles of Accounting II	3
BUSA 1105 Introduction to Business.....	3
BUSA 2155 Business Law.....	3
CISM 2201 Fundamentals of Computer Applications.....	3
BUSA 2105 Communicating in the Business Environment OR	
COMM 1100 Human Communications	3
ECON 2105 Principles of Macroeconomics OR	
ECON 2106 Principles of Microeconomics.....	3
ENGL 1101 Composition I	3
ENGL 1102 Composition II	3
HIST 2112 United States History II	3
Humanities Elective (see page 140).....	3
MATH 1101 Math Modeling OR	
MATH 1111 College Algebra	3
MGMT 2165 Principles of Management	3
MGMT 2166 Small Business Management.....	3
MGMT 2167 Human Resource Management	3
MKTG 2175 Principles of Marketing	3
MKTG 2176 Advertising and Sales Promotion	3
MKTG 2177 Personal Selling.....	3
POLS 1101 American Government.....	3

Select 6 hours from the following:

Any BUSA or ITEC course (other than courses already required) 6

TOTAL 63

PHED 1100 and two PE activities

Certificate in Information Technology

Successful completion of this program enables the student to gain employment in businesses and industries which use microcomputers to perform word processing, spreadsheet, and database management operations. Students majoring in this certificate program are required to earn a "C" or better in all CISM and ITEC courses and will receive a Certificate in Information Technology.

COURSES	Hours
ENGL 1101*Composition I	3
HIST 2112*United States History II.....	3
POLS 1101*American Government.....	3
CISM 2201*Fundamentals of Computer Applications.....	3
Any 7 of the following courses below:	
ITEC 2215*Introduction to Information Technology	3
ITEC 2220*Micro Hardware & Software.....	3
ITEC 2230 Advanced Office Applications.....	3
ITEC 2236 Introduction to Multimedia for Web	3
ITEC 2245 Microcomputer Database Management	3
ITEC 2260*Computer Programming I	3
ITEC 2261 Web Applications Development.....	3
ITEC 2370*Computer Programming II	3
Total Hours: 33	

PHED 1100 and two PE activities

* These courses can be applied toward an Associate of Science degree in Information Technology. The student may then transfer to the Macon State program on the ABAC campus and receive a Bachelor of Science in Information Technology degree.

Certificate in Management and Marketing

The Management and Marketing program is designed to prepare students for entry-level management and marketing positions or for management or marketing training programs in retail, wholesale, service and manufacturing companies. A student in this program also receives the well-rounded training necessary to initiate and run his/her own business.

The objective of this certificate option is to give a student the foundation needed for obtaining a sales or service position in a merchandising firm. A student who completes the requirements under this option will receive a Certificate in Applied Business Technology: Management and Marketing.

COURSES	Hours
ENGL 1101*Composition I	3
ENGL 1102 Composition II or	
BUSA 2105*Communicating in the Bus Environment.....	3
HIST 2112*United States History II.....	3
CISM 2201*Fundamentals of Computer Applications.....	3
BUSA 1105*Introduction to Business.....	3
BUSA 2155 Business Law.....	3
MGMT 2166 Small Business Management.....	3
MKTG 2175 Principles of Marketing	3
MKTG 2176 Advertising & Sales Promotion	3
MKTG 2177 Personal Selling.....	3
Any ITEC course as elective	3
	Total Hours: 33

PHED 1100 and two PE activities

* These courses can be applied toward an Associate of Science degree in Business Administration. All of these courses can be applied toward an Associate of Applied Science degree in Management and Marketing.

Certificate in General Business

This program is designed to acquaint students with the fundamental aspects of the American business environment. Those who complete this program will be familiar with the various tracts within the business discipline and be better prepared to make a decision regarding further study and/or training.

COURSES	Hours
ACCT 2101 Principles of Accounting I.....	3
BUSA 2105 Communicating in the Business Environment	3
CISM 2201 Fundamentals of Computer Applications.....	3
ECON 2105 Principles of Macroeconomics.....	3
ENGL 1101 Composition I	3
MATH 1111 College Algebra	3
Total Hours: 18	

Certificate in Office Technology

Individuals who complete this program will be skilled in the use and application of Microsoft Office in a professional administrative environment. They will also be prepared for MOUS (Microsoft Office User Specialist) testing. These individuals will be prepared for employment as administrative assistants and/or management trainees.

COURSES	Hours
CISM 2201 Fundamentals of Computer Applications.....	3
ITEC 2215 Introduction to Information Technology	3
ITEC 2220 Micro Hardware & Software	3
ITEC 2230 Advanced Office Applications.....	3
ITEC 2245 Microcomputer Database Management	3
ITEC 2261 Web Applications Development.....	3
Total Hours: 18	

Certificate in Web Technologies

Individuals who complete this program will be skilled in the development of web-based applications including the incorporation of a variety of media to build data-driven web sites. They will also learn the principles of web-server management. These individuals will be prepared for employment as webmasters and/or instructional support specialists.

COURSES	Hours
CISM 2201 Fundamentals of Computer Applications.....	3
ITEC 2215 Introduction to Information Technology	3
ITEC 2220 Micro Hardware & Software	3
ITEC 2236 Introduction to Multimedia for Web	3
ITEC 2245 Microcomputer Database Management	3
ITEC 2261 Web Applications Development.....	3
Total Hours: 18	