



# ***MARKETING MANAGEMENT***

Immaculata's Marketing Management program prepares students for employment in a variety of positions in today's marketing management fields. The program introduces, develops, and reinforces academic and occupational knowledge and skills necessary to become an effective manager in a broad range of marketing activities. In addition, the program provides opportunity to upgrade to retrain in the area of marketing management

## **DEGREES OFFERED**

Bachelor of Science in Marketing Management – 126 Credits

Certificate in Management – 36 Credits

### **MAJOR REQUIREMENTS – Bachelor's**

**Degree** Principles of Macroeconomics  
Principles of Microeconomics  
Statistics  
Business Ethics  
Intermediate Mathematics or Introductory  
Analysis  
Marketing Principles and Practices  
Advertising Principles  
Marketing Management  
Marketing Practicum  
Accounting & Budgeting  
International Business  
Business Law I  
Managing Business Information  
Business Management  
Introduction to Finance  
Self-Awareness through Groups  
Business & Technical Writing *or*  
Business & Professional Speaking  
Business Computer Applications  
Strategic Planning  
3 credits from among marketing electives

### **REQUIREMENTS – Certificate in Management**

Principles of Economics  
Accounting and Budgeting  
Marketing Principles and Practices  
Business Law I  
Entrepreneurship  
Business Management  
Marketing Management  
Leadership Dynamics  
Introduction to Finance  
Business Computer Applications  
Business and Technical Writing  
Self-Awareness through Groups

*Degree & Certificate can be completed entirely in the evening*