

# MARKETING CLUSTER

## MISSISSIPPI CURRICULUM FRAMEWORK

Fashion Merchandising - CIP: 52.1902  
Marketing/Marketing Management - CIP: 52.1401  
E-Commerce - CIP: 52.0208 (E-Commerce/Electronic Commerce)

2018



**Published by:**  
Mississippi Community College Board  
Division of Workforce, Career, and Technical Education  
3825 Ridgewood Road  
Jackson, MS 39211  
Phone: 601-432-6155  
Email: [curriculum@mccb.edu](mailto:curriculum@mccb.edu)

## FACULTY WRITING TEAM MEMBERS

Jane Eastland-Foreman, Instructor & District Curriculum Coordinator, Hinds Community College, Pearl, MS  
Raegan Pisarich, Instructor, Mississippi Gulf Coast Community College, Gautier, MS  
Audrie McCann, Northwest Community College, Southaven, MS  
Janice L. Mabry, Mississippi Gulf Coast Community College, Gulfport, MS  
Joshua Carroll, Instructor, East Mississippi Community College, Mayhew, MS  
Sandy Clark, Instructor, Meridian Community College, Meridian, MS  
Melinda Laird, Instructor, Copiah Lincoln Community College, Natchez, MS  
Rebekah Jackson, Instructor, Pearl River Community College, Poplarville, MS  
Katie Ball, Instructor, Pearl River Community College, Poplarville, MS  
Ebony Robinson, Instructor, Hinds Community College, Raymond, MS  
Jodi McCrimon, Instructor & Director, Itawamba Community College, Fulton, MS  
Deanna Martin, Instructor & Director, Southwest Mississippi Community College, Summit, MS

## ADMINISTRATOR WRITING TEAM MEMBERS

Melanie Sanders, Associate Dean, East Mississippi Community College, Mayhew, MS  
Cindy West, Dean, Hinds Community College, Raymond, MS  
Monica Morrison, Assistant Dean, Copiah Lincoln Community College, Natchez, MS

## BUSINESS AND INDUSTRY CONTRIBUTING TEAM MEMBERS

Harrison McBride, Great Southern Industries, Jackson, MS\*  
Christina Mullins, Chart Local Digital Agency, Biloxi, MS  
Renee Cotton, District Director of Marketing and Community Relations, Hinds Community College, Raymond, MS\*  
Marsha Cluff, Retired Fashion Merchandising & Marketing Management Instructor, Gulfport, MS  
Penny Quave, Mississippi Coast Coliseum and Convention Center, Biloxi, MS  
Jerica Hudson, Singing River Federal Credit Union, Moss Point, MS  
Sherrille Gooch, Brahmin, Brandon, MS  
Mosona Delin, Outlets of Mississippi, Pearl, MS  
Kathy Hackshaw, Outlets of Mississippi, Pearl, MS  
Anna Speyrer, Whole Foods Market, Jackson, MS  
Nancy Smith, Radio People, Ridgeland, MS  
Kathy Dear, Pearl Chamber of Commerce, Pearl, MS  
Jason Walker, Bancorp South Bank, Pearl, MS  
Michael Harris, Entrepreneur Center, Jackson, MS  
Jana Dear, Canton Tourism, Canton, MS  
Adrienne Morris, Aramark at Mississippi State University, Starkville, MS  
Russell Street, Columbus Nissan, Columbus  
Colin Krieger, Re/Max Partners, Columbus  
Cory Lucius, Lucius Insurance Agency, Starkville

**\*Denotes industry members who attended the writing meeting**

## OFFICE OF CURRICULUM AND INSTRUCTION TEAM MEMBERS

Angela Bryan, Ph.D., Director of Curriculum, Mississippi Community College Board  
Teresa A. Barnes, Ph.D., Curriculum Specialist, Mississippi Community College Board  
LaToya Sterling, Curriculum Specialist, Mississippi Community College Board

The Office of Curriculum and Instruction (OCI) was founded in 2013 under the Division of Workforce, Career, and Technical Education at the Mississippi Community College Board (MCCB). The office is funded through a partnership with The Mississippi Department of Education (MDE), who serves as Mississippi's fiscal agent for state and federal Career and Technical Education (CTE) Funds. The OCI is tasked with developing statewide CTE curriculum, programming, and professional development designed to meet the local and statewide economic demand.

Copyright© 2018 by Mississippi Community College Board  
For information, please contact [curriculum@mccb.edu](mailto:curriculum@mccb.edu)

NATIONAL STANDARDS .....	6
INDUSTRY JOB PROJECTION DATA.....	7
FASHION MERCHANDISING.....	7
MARKETING MANAGEMENT.....	8
E-COMMERCE .....	10
ARTICULATION.....	11
TECHNICAL SKILLS ASSESSMENT.....	11
ONLINE AND BLENDED LEARNING OPPORTUNITIES .....	11
INSTRUCTIONAL STRATEGIES .....	11
ASSESSMENT STRATEGIES.....	12
RESEARCH ABSTRACT.....	12
REVISION HISTORY .....	12
PROGRAM DESCRIPTION .....	13
FASHION MERCHANDISING.....	13
MARKETING MANAGEMENT.....	13
E-COMMERCE TECHNOLOGY .....	13
SUGGESTED COURSE SEQUENCE.....	14
FASHION MERCHANDISING.....	14
Accelerated Integrated Career Pathway .....	14
Career Certificate Required Courses .....	14
Technical Certificate Required Courses .....	15
MARKETING MANAGEMENT.....	16
Accelerated Integrated Career Pathway .....	16
Career Certificate Required Courses .....	16
Technical Certificate Required Courses .....	17
E-COMMERCE TECHNOLOGY.....	18
Accelerated Integrated Career Pathway .....	18
Career Certificate Required Courses .....	18
Technical Certificate Required Courses .....	18
GENERAL EDUCATION CORE COURSES.....	19
FASHION MERCHANDISING COURSES.....	20
MARKETING MANAGEMENT & E-COMMERCE COURSES.....	21
FASHION MERCHANDISING COURSE DESCRIPTIONS.....	22
FMT 1133 Introduction to Fashion .....	22
FMT 1213 Fashion Marketing.....	23
FMT 1233 Buying Fundamentals .....	24
FMT 1243 Fashion Analysis .....	25
FMT 1313 Fundamentals of Textiles .....	26

FMT 2414	Visual Merchandising .....	27
FMT 2513	Image and Wardrobe Consulting.....	28
FMT 2613	Fashion Show Production .....	29
FMT 2623	Fashion Forecasting.....	30
FMT 291(1-6)	Internship in Fashion Merchandising Technology .....	31
FMT 292(1-6)	Fashion Cooperative Education .....	32
MARKETING MANAGEMENT COURSE DESCRIPTIONS.....		33
MMT 1113	Principles of Marketing .....	33
MMT 1123	Marketing Management.....	34
MMT 1223	Consumer Behavior .....	35
MMT 1313	Selling .....	36
MMT 1323	Advertising.....	37
MMT 1413	Merchandising Math .....	38
MMT 171(1-3)	Marketing Seminar I, II, III, IV, V.....	39
MMT 2113	Internet Concepts.....	40
MMT 2133	Software Essentials for E-Business .....	41
MMT 2213	Principles of Management .....	42
MMT 2233	Human Resource Management.....	43
MMT 2243	Marketing Case Studies .....	44
MMT 2313	E-Commerce Marketing .....	45
MMT 2323	Internet Marketing .....	46
MMT 2343	Marketing Web Page Design .....	47
MMT 2353	Digital Media Applications.....	48
MMT 2423	Retail Management .....	49
MMT 2513	Entrepreneurship .....	50
MMT 2523	Event Management .....	51
MMT 2613	International Marketing .....	52
MMT 2623	Service Marketing.....	53
MMT 291(1-6)	Internship in Marketing Management .....	54
APPENDIX A: RECOMMENDED TOOLS AND EQUIPMENT .....		55
APPENDIX B: CURRICULUM DEFINITIONS AND TERMS.....		56
APPENDIX C: COURSE CROSSWALK .....		58
FASHION MERCHANDISING.....		58
MARKETING MANAGEMENT.....		59

## NATIONAL STANDARDS

### **MBA Research and Curriculum Center**

Fashion Merchandising, Marketing Management, and E-Commerce standards are aligned with the Master of Business Administration Research and Curriculum Center standards. The center is a not-for-profit, research-based support for all Business Administration educators: entrepreneurship, finance, hospitality, management/administration, and marketing.

For more information, please visit [www.mbaresearch.org](http://www.mbaresearch.org).

# INDUSTRY JOB PROJECTION DATA

FASHION MERCHANDISING requires moderate-term on the job training. There is expected to be an 5.07% increase in occupational demand at the regional level and the state level and 18.50% increase at the national level. Median annual income for this occupation is \$46,716.80 at the state level. A summary of occupational data from [www.swib.ms.gov/DataCenter/](http://www.swib.ms.gov/DataCenter/) is displayed below:

**Table 1: Education Level**

Program Occupations	Education Level
WHOLESALE AND RETAIL BUYERS, EXCEPT FARM PRODUCTS	WORK EXPERIENCE IN RELATED FIELD
SALES REPRESENTATIVES, WHOLESALE AND MANUFACTURING, EXCEPT TECHNICAL AND SCIENTIFIC PRODUCTS	MODERATE-TERM ON-THE-JOB TRAINING

**Table 2: Occupational Overview**

	Region	State	United States
2014 Occupational Jobs	8128	8128	1524875
2024 Occupational Jobs	8525	8525	1787239
Total Change	397	397	262364
Total % Change	4.88%	4.88%	17.21%
2014 Median Hourly Earnings	\$22.21	\$22.28	\$25.81
2014 Median Annual Earnings	\$46,196.80	\$46,347.77	\$53,678.40
Annual Openings	39	39	26236

**Table 3: Occupational Breakdown**

Description	2014 Jobs	2024 Jobs	Annual Openings	2014 Hourly Earnings	2014 Annual Earnings 2,080 Work Hours
WHOLESALE AND RETAIL BUYERS, EXCEPT FARM PRODUCTS	458	466	0	\$21.96	\$45,676.90
SALES REPRESENTATIVES, WHOLESALE AND MANUFACTURING, EXCEPT TECHNICAL AND SCIENTIFIC PRODUCTS	7670	8059	38	\$22.46	\$46,716.80
<b>Total</b>	<b>8128</b>	<b>8525</b>	<b>39</b>	<b>\$22.21</b>	<b>\$46,196.80</b>

**Table 4: Occupational Change**

Description	Regional Change	Regional % Change	State % Change	National % Change
WHOLESALE AND RETAIL BUYERS, EXCEPT FARM PRODUCTS	8	1.75%	1.75%	0.65%
SALES REPRESENTATIVES, WHOLESALE AND MANUFACTURING, EXCEPT TECHNICAL AND SCIENTIFIC PRODUCTS	389	5.07%	5.07%	18.50%

**MARKETING MANAGEMENT** requires long-term on the job training. There is expected to be an 13.33% increase in occupational demand at the regional level and the state level and 13.45% increase at the national level. Median annual income for this occupation is \$45,198.40 at the state level. A summary of occupational data from [www.swib.ms.gov/DataCenter/](http://www.swib.ms.gov/DataCenter/) is displayed below:

**Table 1: Education Level**

Program Occupations	Education Level
ADVERTISING AND PROMOTIONS MANAGERS	BACHELOR'S DEGREE PLUS WORK EXPERIENCE
MARKETING MANAGERS	BACHELOR'S DEGREE PLUS WORK EXPERIENCE
SALES MANAGERS	BACHELOR'S DEGREE PLUS WORK EXPERIENCE
MARKET RESEARCH ANALYSTS AND MARKETING SPECIALISTS*	BACHELOR'S DEGREE
BUSINESS TEACHERS, POSTSECONDARY	MASTERS DEGREE

**Table 2: Occupational Overview**

	Region	State	United States
2014 Occupational Jobs	4046	4046	1138730
2024 Occupational Jobs	4316	4316	1219499
Total Change	270	270	80769
Total % Change	6.67%	6.67%	7.09%
2014 Median Hourly Earnings	\$27.48	\$30.12	\$47.30
2014 Median Annual Earnings	\$57,162.56	\$62,655.19	\$98,387.51
Annual Openings	27	27	8076

**Table 3: Occupational Breakdown**

Description	2014 Jobs	2024 Jobs	Annual Openings	2014 Hourly Earnings	2014 Annual Earnings 2,080 Work Hours
ADVERTISING AND PROMOTIONS MANAGERS	169	170	0	\$25.81	\$53,684.80
MARKETING MANAGERS	502	533	3	\$36.24	\$75,379.20
SALES MANAGERS	1714	1761	4	\$35.66	\$74,172.80
MARKET RESEARCH ANALYSTS AND MARKETING SPECIALISTS*	1013	1148	13	\$21.73	\$45,198.40
BUSINESS TEACHERS, POSTSECONDARY	648	704	5	\$17.97	\$37,377.60
<b>Total</b>	<b>4046</b>	<b>4316</b>	<b>27</b>	<b>\$27.48</b>	<b>\$57,162.56</b>

**Table 4: Occupational Change**

<b>Description</b>	<b>Regional Change</b>	<b>Regional % Change</b>	<b>State % Change</b>	<b>National % Change</b>
ADVERTISING AND PROMOTIONS MANAGERS	1	0.59%	0.59%	0.23%
MARKETING MANAGERS	31	6.18%	6.18%	2.53%
SALES MANAGERS	47	2.74%	2.74%	1.20%
MARKET RESEARCH ANALYSTS AND MARKETING SPECIALISTS*	135	13.33%	13.33%	13.45%
BUSINESS TEACHERS, POSTSECONDARY	56	8.64%	8.64%	9.40%

**E-COMMERCE** requires a bachelor’s degree and work experience. There is expected to be a 6.32% increase in occupational demand at the regional level and the state level and 6.94% increase at the national level. Median annual income for this occupation is \$37,911.09 at the state level. A summary of occupational data from [www.bls.gov/ooh/management/sales-managers](http://www.bls.gov/ooh/management/sales-managers) is displayed below:

**Table 1: Education Level**

Program Occupations	Education Level
FIRST-LINE SUPERVISORS/MANAGERS OF RETAIL SALES WORKERS	WORK EXPERIENCE IN RELATED FIELD
FIRST-LINE SUPERVISORS/MANAGERS OF OFFICE AND ADMINISTRATIVE SUPPORT WORKERS	WORK EXPERIENCE IN RELATED FIELD

**Table 2: Occupational Overview**

	Region	State	United States
2014 Occupational Jobs	23819	23819	2613055
2024 Occupational Jobs	25324	25324	2830009
Total Change	1505	1505	216954
Total % Change	6.32%	6.32%	8.30%
2014 Median Hourly Earnings	\$18.09	\$18.23	\$21.39
2014 Median Annual Earnings	\$37,616.80	\$37,911.09	\$44,490.67
Annual Openings	150	150	21695

**Table 3: Occupational Breakdown**

Description	2014 Jobs	2024 Jobs	Annual Openings	2014 Hourly Earnings	2014 Annual Earnings 2,080 Work Hours
FIRST-LINE SUPERVISORS/MANAGERS OF RETAIL SALES WORKERS	12846	13589	74	\$16.34	\$33,987.20
FIRST-LINE SUPERVISORS/MANAGERS OF OFFICE AND ADMINISTRATIVE SUPPORT WORKERS	10973	11735	76	\$19.83	\$41,246.40
<b>TOTAL</b>	<b>23819</b>	<b>25324</b>	<b>150</b>	<b>\$18.09</b>	<b>\$37,616.80</b>

**Table 4: Occupational Change**

Description	Regional Change	Regional % Change	State % Change	National % Change
FIRST-LINE SUPERVISORS/MANAGERS OF RETAIL SALES WORKERS	743	5.78%	5.78%	9.25%
FIRST-LINE SUPERVISORS/MANAGERS OF OFFICE AND ADMINISTRATIVE SUPPORT WORKERS	762	6.94%	6.94%	7.50%

## ARTICULATION

Articulation credit from Secondary Marketing to Postsecondary Fashion Merchandising and Marketing Management will be awarded upon implementation of this curriculum by the college. The course to be articulated is Principles of Marketing (MMT 1113) or Selling (MMT 1313) with the stipulation of passing the MS-CPAS2.

Articulated Secondary Program	Postsecondary Program	Articulated Postsecondary Course
S2016 Marketing (CIP:52.1801)	Fashion Merchandising (CIP:52.1902)	MMT 1113- Principles of Marketing or MMT 1313-Selling
	Marketing Management (CIP: 52.1401)	
	E-Commerce Technology (CIP: 52.0208)	

## TECHNICAL SKILLS ASSESSMENT

Colleges should report the following for students who complete the program with a career certificate, technical certificate, or an Associate of Applied Science Degrees for technical skills attainment. To use the approved Alternate Assessment for the following programs of study, colleges should provide a Letter of Notification to the Director of Career Technical Education at the MS Community College Board. Please see the following link for further instructions: <http://www.mccb.edu/wkfEdu/CTDefault.aspx>.

CIP Code	Program of Study	
52.1902	Fashion Merchandising	
Level	Standard Assessment	Alternate Assessment
Career	MS-CPAS3	
Level	Standard Assessment	Alternate Assessment
Technical	MS-CPAS3	
CIP Code	Program of Study	
52.1401	Marketing Management	
Level	Standard Assessment	Alternate Assessment
Career	MS-CPAS3	
Level	Standard Assessment	Alternate Assessment
Technical	MS-CPAS3	
CIP Code	Program of Study	
52.0208	E-Commerce	
Level	Standard Assessment	Alternate Assessment
Career	MS-CPAS3	
Level	Standard Assessment	Alternate Assessment
Technical	MS-CPAS3	

## ONLINE AND BLENDED LEARNING OPPORTUNITIES

Course content includes lecture and laboratory semester credit hours. Faculty members are encouraged to present lecture related content to students in an online or blended learning environment. Training related to online and blended learning will be available to faculty members through the MS Community College Board.

## INSTRUCTIONAL STRATEGIES

Instructional strategies for faculty members implementing the curriculum can be found through the Office of Curriculum and Instruction's professional development.

## ASSESSMENT STRATEGIES

The Office of Curriculum and Instruction’s professional development offer assessment strategies to faculty members implementing the curriculum. Additionally, standards were included in course content when appropriate.

## RESEARCH ABSTRACT

In the fall of 2017, the Office of Curriculum and Instruction (OCI) met with the different industry members who made up the advisory committees for the Fashion Merchandising, Marketing Management, & E-Commerce Technology. An industry questionnaire was used to gather feedback concerning the trends and needs, both current and future, of their field. Program faculty, administrators, and industry members were consulted regarding industry workforce needs and trends.

Industry advisory team members from the college involved with this program were asked to give input related to changes to be made to the curriculum framework. Specific comments related to soft skills needed in this program include computer skills, excel, communication skills, public speaking, leadership ability, basic math skills, punctual and good attitudes. Occupation-specific skills stated include organizational skills, personable service provider, ability to interact with others, and knowledge of design.

This revision included a name change for Marketing Applications (MMT 1123) to Marketing Management (MMT 1123). In addition, the following courses were added:

Fashion Merchandising		Marketing Management & E-Commerce	
FMT 1133	Introduction to Fashion	MMT 1223	Consumer Behavior
FMT 1243	Fashion Analysis	MMT 2113	Internet Concepts
		MMT 2133	Software Essentials for E-Business
		MMT 2353	Digital Media Applications
		MMT 2623	Service Marketing

## REVISION HISTORY

2012, Research and Curriculum Unit, Mississippi State University

2018, Office of Curriculum and Instruction, Mississippi Community College Board

# PROGRAM DESCRIPTION

## **FASHION MERCHANDISING**

The Fashion Merchandising program of study is designed to provide specialized instruction in all phases of fashion merchandising in order to prepare students for careers in the fashion industry, such as a retail sales manager, wardrobe consultant, wholesale market representative, visual merchandiser, and fashion director. A combination of class work and practical experience is stressed.

Career certificate and technical certificate options are embedded in the program that can be stacked as a student progresses through the program; allowing them to develop a “portfolio” of credentials that will serve them even if they do not complete a full degree program. These certificates, each of which will build upon the other, ultimately stack into an Associate of Applied Science degree in Fashion Merchandising.

## **MARKETING MANAGEMENT**

The Marketing Management program of study prepares the graduate for a career in marketing, professional sales, advertising, management, retail management, entrepreneurship, and human resource management. A combination of class work and practical experience gives students the opportunity to acquire the background and skills necessary to enter the business and community workforce in positions leading to the mid-management level and higher.

## **E-COMMERCE TECHNOLOGY**

A program that prepares individuals to plan, manage, supervise, and market electronic business operations, products, and services provided via the Internet. This includes instruction in business administration, information technology, information resources management, web design, social media, computer and Internet laws and policies such as computer privacy and security, e-trading, insurance, electronic marketing, investment capital planning, enterprise operations, personnel supervision, contracting, and product and service networking.

# SUGGESTED COURSE SEQUENCE

## FASHION MERCHANDISING

### Accelerated Integrated Career Pathway

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
FMT 1133	Introduction to Fashion	3	2	2	60	
FMT 2513	Image and Wardrobe Consulting	3	2	2	60	
	Technical Electives	9				
	<b>Total</b>	<b>15</b>				

### Career Certificate Required Courses

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
FMT 1213	Fashion Marketing	3	2	2	60	
FMT 2513	Image and Wardrobe Consulting	3	2	2	75	
FMT 1133	Introduction to Fashion	3	2	2	60	
FMT 1413	Merchandising Math	3	3	0	60	
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 2423	Retail Management	3	3	0	45	
MMT 2353	Digital Media Applications	3	2	2	60	
	Technical Electives	9				
	<b>TOTAL</b>	<b>30</b>				

**Technical Certificate Required Courses**

			SCH Breakdown			Program Certifications
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	
FMT 2414	Visual Merchandising	4	2	4	90	
FMT 1243	Fashion Analysis	3	2	2	60	
MMT 1313	Selling	3	3	0	45	
	Technical Electives	5				
	<b>Total</b>	<b>15</b>				

**MARKETING MANAGEMENT**

**Accelerated Integrated Career Pathway**

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 2213	Principles of Management	3	3	0	45	
	Technical Electives	9				
	<b>Total</b>	<b>15</b>				

**Career Certificate Required Courses**

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 1313	Selling	3	3	0	45	
MMT 1123	Marketing Management	3	3	0	45	
MMT 2353 Or Elective	Digital Media Applications or Computer Related Elective	3	2	2	60	
MMT 1413 or BOT 1313 or Elective	Merchandising Math or Applied Business Math or Approved Math Course	3	3	0	45	
MMT 2213	Principles of Management	3	3	0	45	
	Technical Electives	12				
	<b>TOTAL</b>	<b>30</b>				

**Technical Certificate Required Courses**

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 2323 Or MMT 2313	Internet Marketing Or E-Commerce	3	2	2	60	
MMT 1323	Advertising	3	3	0	45	
BAD 2413 or LET 1123	Legal Environment of Business or Introduction to Law	3	3	0	45	
MMT 2233	Human Resources Management	3	3	0	45	
	Technical Elective	3				
	<b>TOTAL</b>	<b>15</b>				

**E-COMMERCE TECHNOLOGY**

**Accelerated Integrated Career Pathway**

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 1123	Marketing Management	3	3	0	45	
	Technical Electives	9				
	<b>Total</b>	<b>15</b>				

**Career Certificate Required Courses**

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1113	Principles of Marketing	3	3	0	45	
MMT 1313	Selling	3	3	0	45	
MMT 2313 or MMT 2323	E-Commerce Marketing or Internet Marketing	3	2	2	60	
MMT 2113	Internet Concepts	3	2	2	60	
MMT 1123	Marketing Management	3	3	0	45	
MMT 2343	Marketing Web Page Design	3	2	2	60	
BOT 1493	Social Media Management	3	2	2	60	
MMT 2133	Software Essentials for E-Business	3	3	0	45	
	Technical Electives	6				
	<b>TOTAL</b>	<b>30</b>				

**Technical Certificate Required Courses**

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
MMT 1323	Advertising	3	3	0	45	
MMT 2613	International Marketing	3	3	0	45	
MMT 2513	Entrepreneurship	3	3	0	45	
	Technical Electives	6				
	<b>TOTAL</b>	<b>15</b>				

## GENERAL EDUCATION CORE COURSES

To receive the Associate of Applied Science Degree, a student must complete all of the required coursework and a minimum of 15 semester hours of General Education Core. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester or provided primarily within the last semester. Each community college will specify the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college. The Southern Association of Colleges and Schools (SACS) Commission on Colleges Standard 2.7.3 from the Principles of Accreditation: Foundations for Quality Enhancement<sup>1</sup> describes the general education core.

Section 2.7.3 In each undergraduate degree program, the institution requires the successful completion of a general education component at the collegiate level that (1) is substantial component of each undergraduate degree, (2) ensures breadth of knowledge, and (3) is based on a coherent rationale. For degree completion in associate programs, the component constitutes a minimum of 15 semester hours or the equivalent. These credit hours are to be drawn from and include at least one course from the following areas: humanities/fine arts, social/behavioral sciences, and natural science/mathematics. The courses do not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession.

Course Number	Course Name	Semester Credit Hours	SCH Breakdown		Total Contact Hours	Program Certifications
			Lecture	Lab		
	Humanities/Fine Arts	3				
	Social/Behavioral Sciences	3				
	Math/Science	3				
	Other academic courses per local community college requirements for AAS degree	6				
	<b>TOTAL</b>	<b>15</b>				

---

1

Southern Association of Colleges and Schools Commission on Colleges. (2012). *The principles of accreditation: Foundations for quality enhancement*. Retrieved from <http://www.sacscoc.org/pdf/2012PrinciplesOfAcrcditation.pdf>

## FASHION MERCHANDISING COURSES

\*Any course not listed as a required course may be used as an elective.

Course Number	Course Name	Semester Credit Hours	SCH Breakdown			Total Contact Hours	Program Certifications
			Lecture	Lab	Internship		
FMT 1133	Introduction to Fashion	3	2	2	0	60	
FMT 1213	Fashion Marketing	3	2	2	0	60	
FMT 1233	Buying Fundamentals	3	2	2	0	60	
FMT 1243	Fashion Analysis	3	2	2	0	60	
FMT 1313	Fundamentals of Textiles	3	2	2	0	60	
FMT 2414	Visual Merchandising	4	2	4	0	90	
FMT 2513	Image and Wardrobe Consulting	3	2	2	0	60	
FMT 2613	Fashion Show Production	3	1	4	0	75	
FMT 2623	Fashion Forecasting	3	2	2	0	60	
FMT 291(1-6)	Internship in Fashion Marketing Technology	1-6	0	0	3-18	45-270	
FMT 292(1-6)	Fashion Cooperative Education	1-6	0	0	3-18	45-270	
	All other electives approved by instructor per local community college policy						

## MARKETING MANAGEMENT & E-COMMERCE COURSES

\*Any course not listed as a required course may be used as an elective.

Course Number	Course Name	Semester Credit Hours	SCH Breakdown			Total Contact Hours	Program Certifications
			Lecture	Lab	Internship		
MMT 1113	Principles of Marketing	3	3	0	0	45	
MMT 1123	Marketing Management	3	3	0	0	45	
MMT 1223	Consumer Behavior	3	3	0	0	45	
MMT 1313	Selling	3	3	0	0	45	
MMT 1323	Advertising	3	3	0	0	45	
MMT 1413	Merchandising Math	3	3	0	0	45	
MMT 171(1-3) MMT 172(1-3) MMT 173(1-3) MMT 174(1-3) MMT 175(1-3)	Marketing Seminar I, II, III, IV, V	1-3	0	2-6	0	30-90	
MMT 2113	Internet Concepts	3	2	2	0	60	
MMT 2133	Software Essentials for E-Business	3	2	2	0	60	
MMT 2213	Principles of Management	3	3	0	0	45	
MMT 2233	Human Resource Management	3	3	0	0	45	
MMT 2243	Marketing Case Studies	3	3	0	0	45	
MMT 2313	E-Commerce Marketing	3	3	0	0	45	
MMT 2323	Internet Marketing	3	3	0	0	45	
MMT 2343	Marketing Web Page Design	3	2	2	0	60	
MMT 2353	Digital Media Applications	3	2	2	0	60	
MMT 2423	Retail Management	3	3	0	0	45	
MMT 2513	Entrepreneurship	3	3	0	0	45	
MMT 2523	Event Management	3	2	2	0	60	
MMT 2613	International Marketing	3	3	0	0	45	
MMT 2623	Service Marketing	3	3	0	0	45	
MMT 291(1-6)	Internship in Marketing Management	1-6	0	0	3-18	45-270	
MMT 292(1-6)	Marketing Cooperative Education	1-6	0	0	3-18	45-270	
	All other electives approved by instructor per local community college policy						

# FASHION MERCHANDISING COURSE DESCRIPTIONS

**Course Number and Name:** FMT 1133 Introduction to Fashion

**Description:** An introduction to the creation, manufacturing, and merchandising of fashion including industry terminology, processes, and career opportunities.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:** Instructor Approved

## **Student Learning Outcomes:**

1. Discuss the evolution of fashion.
2. Discuss historic clothing as it relates to current fashion.
  - a. Recognize clothing from major periods of history.
  - b. Recognize clothing from each decade, beginning with the turn of the 20<sup>th</sup> century.
3. Understand the fundamentals of fashion and the basic principles that direct fashion movement and change.
  - a. Develop a working knowledge of industry terminology.
  - b. Explain the theories and principles associated with fashion acceptance and change.
  - c. Understand the roles and responsibilities of producers, designers, manufacturers, and retailers.
  - d. Trace the development, production, and marketing of fashion merchandise from concept to consumer.
  - e. Compare and contrast domestic and foreign fashion industries.
4. Identify the various career opportunities within the fashion industry.
5. Complete a project illustrating the impact of various fashion designers upon the industry.
  - a. Research designers and their work using a variety of resources.
  - b. Identify individual style and characteristics of designers.

## **Standards and Guidelines for Fashion Merchandising**

MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

**Course Number and Name:** FMT 1213 Fashion Marketing

**Description:** Study of marketing in the fashion industry with emphasis on the marketing concept, consumer behavior, market research, and branding.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Understand the marketing concept and how it relates to the fashion industry.
2. Discuss the importance of and methods for identifying and marketing to a specific target market.
3. Understand the impact of the external environment on fashion.
  - a. Identify and explain external environmental influences that make and change fashion.
  - b. Illustrate the effect of world happenings on fashion.
4. Identify marketing activities that are particular to the fashion industry.
  - a. Understand the various marketing mix strategies implemented by fashion brands.
  - b. Analyze marketing strategies used by current fashion brands.
5. Understand the importance of brand development and management.
  - a. Examine ways to develop, manage, and protect a fashion brand.
  - b. Explore the challenges associated with brand management.
6. Examine the implication of cross-channel shopping in relation to a company's business strategy and marketing efforts.
7. Create and present a creative marketing campaign for a fashion-related business.
  - a. Develop a company mission statement.
  - b. Develop a SWOT analysis.
  - c. Develop SMART goals and objectives for marketing campaign.
  - d. Identify primary and secondary target markets.
  - e. Select appropriate marketing mix and develop steps for implementation.
  - f. Determine cost of campaign utilizing financial statements, charts, or graphs.
  - g. Determine means of evaluation after the campaign is implemented.
  - h. Create a collection of promotion or advertising media using appropriate design software.

**Standards and Guidelines for Fashion Merchandising**

- BC7 Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources
- MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- MKT19 Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** FMT 1233 Buying Fundamentals

**Description:** Study of the functions of a buyer within the retail operation and the fundamentals of purchasing merchandise for resale when going to market.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Research the traits, characteristics, and responsibilities necessary for a successful buying career.
  - a. Identify the job responsibilities of a fashion buyer.
  - b. Research career opportunities for a buyer.
  - c. Conduct a self-analysis of the skills needed to become a buyer.
2. Examine management strategies used in buying decision making.
  - a. Analyze various domestic and international buying markets.
  - b. Determine factors that influence assortment planning in buying.
  - c. Identify principles of seasonal planning for buying situations.
  - d. Explore classifications of merchandising assortments in buying situations.
  - e. Comparison shop using price, product features, and competitive conditions to analyze competitors' merchandise.
  - f. Explore Internet buying options for retailers.
  - g. Plan and present a buying trip to a fashion market using a variety of resources.

**Standards and Guidelines for Fashion Merchandising**

BC12 Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career

MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions

MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value

**Course Number and Name:** FMT 1243 Fashion Analysis

**Description:** Identification of terminology, manufacturing methods and merchandise quality as they apply to style details, workmanship, construction techniques, and the wearability of fashion goods.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Describe and differentiate materials used in various types of apparel and related products.
2. Recognize quality features of apparel and accessories.
3. Demonstrate ability to classify sizes and to determine proper fit and care of apparel.
4. Recognize common styles of accessories and clothing.

**Standards and Guidelines for Fashion Merchandising**

- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value

**Course Number and Name:**      **FMT 1313**              **Fundamentals of Textiles**

**Description:**                              Introductory study of fibers, yarns, weaves, coloring methods, and finishes. Analysis of factors that influence the selection, appearance, care, and serviceability of textiles for apparel.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:**                              Instructor Approved

**Student Learning Outcomes:**

1. Identify natural fibers used in apparel production.
  - a. Explore the development of natural fibers.
  - b. Identify characteristics and properties of natural fibers.
2. Identify manufactured fibers used in apparel production.
  - a. Explore the developmental processes for manufactured fibers.
  - b. Identify characteristics and properties of manufactured fibers.
3. Introduce basic yarn processing and yarn classifications.
4. Identify basic weaves used in apparel production.
5. Establish knowledge of textile terminology as it relates to apparel.
6. Create a reference project demonstrating knowledge of various fabrics.
7. Introduce legal and environmental issues as they relate to apparel textile production.
  - a. Understand requirements of the Care Labeling Rules.
  - b. Introduce EPA, FTC, and OSHA standards and regulations as they relate to apparel production.
  - c. Identify Federal Regulation for textile apparel production
8. Recognize common care labels and standards in relation to apparel production.

**Standards and Guidelines for Fashion Merchandising**

- BC1      Understands the responsibility of business to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions
- MKT17    Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT18    Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- MKT20    Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

**Course Number and Name:** FMT 2414 Visual Merchandising

**Description:** Application of best practices and strategies in visual merchandising to advanced projects related to merchandise presentation and store layout and design.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
4	2	4	90

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Understand the fundamental aspects of visual merchandising.
  - a. Define visual merchandising and its role in retail.
  - b. Identify types of window displays and store layouts.
  - c. Discuss processes for creative thinking and resources for idea development.
  - d. Demonstrate understanding of design elements and principles.
  - e. Categorize a variety of floor and wall fixtures.
  - f. Understand best practices for presenting merchandise on fixtures.
  - g. Evaluate the importance of wall presentations as selling tools.
  - h. Identify functions of and guidelines for signage.
  - i. Understand and evaluate types of lighting systems.
2. Complete a variety of projects using best practices and strategies in visual merchandising.
  - a. Interpret a planogram.
  - b. Organize and maintain display prop room.
  - c. Demonstrate understanding of guidelines related to use of mannequins in display.
  - d. Identify and implement security practices for merchandise used in display.
  - e. Understand proper procedures for returning merchandise to the selling floor.

**Standards and Guidelines for Fashion Merchandising**

- BC1 Understands the responsibility of business to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

**Course Number and Name:** FMT 2513 Image and Wardrobe Consulting

**Description:** Introduction to the assessment and development of personal image. Emphasis on body assessment, seasonal color analysis, and wardrobe assessment and development.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Understand the physical, social, and psychological aspects of image.
  - a. Examine the art and science of creating a memorable first impression.
  - b. Evaluate the need for an image or wardrobe consultant.
2. Understand the processes of assessing personal image.
  - a. Analyze skin tones using color theory and a variety of diagnostic tools.
  - b. Evaluate hairstyles, face shapes, and body types and structure.
  - c. Analyze dominant traits and features that influence color and wardrobe selection.
3. Demonstrate ability to develop and coordinate a wardrobe based on body type, skin tone, personality, lifestyle, budget, and desired personal image.
  - a. Understand the basics of performing a closet audit.
  - b. Apply design elements and principles to wardrobe selection and coordination.
  - c. Demonstrate ability to create a basic and seasonal wardrobe that includes appropriate accessories.
4. Understand business etiquette when working with new and existing clients.
5. Plan, coordinate, and present an image makeover to a client.
  - a. Demonstrate understanding of the client's needs, lifestyle, personality, and budget.
  - b. Assess client's current image.
  - c. Perform a color analysis, body type analysis, and closet audit.
  - d. Suggest appropriate selections for basic and seasonal wardrobe purchases using a variety of sources while working within a specified budget.
  - e. Create a digital style portfolio for the client using the Internet or computer software.

**Standards and Guidelines for Fashion Merchandising**

- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

**Course Number and Name:** FMT 2613 Fashion Show Production

**Description:** Introduction to the principles of promotion with emphasis on the planning and execution of fashion shows and special events.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	1	4	75

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Identify sources of fashion trend information.
  - a. Develop a trend report for a particular season and market by using all sources available on the Internet and current trade and consumer publications.
  - b. Prioritize trends as they relate to a particular market, and apply an acceptance timeline as it applies to that target market.
  - c. Utilize proper language and written communication skills in a fashion presentation that may include a seasonal fashion trend board and a seasonal trend report.
  - d. Use multimedia to produce appropriate visuals for fashion information presentations.
2. Plan a fashion sales promotion.
  - a. Develop a promotion calendar of special events and advertising.
  - b. Plan all special events related to the fashion sales promotion.
  - c. Assign general responsibilities for all activities.
  - d. Develop a budget for a promotional plan.
3. Evaluate a fashion show production.

**Standards and Guidelines for Fashion Merchandising**

- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** FMT 2623 Fashion Forecasting

**Description:** Introduction to the techniques and procedures for identifying and forecasting fashion trends.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Explore career opportunities related to fashion forecasting.
  - a. Present an overview of fashion forecasting.
  - b. Discuss the attributes needed to pursue a career in the field.
2. Establish color theory as a foundation for forecasting.
  - a. Examine concepts associated with color cycles.
  - b. Review challenges of predicting color acceptance.
3. Create a fashion forecast.
4. Analyze and apply theories of fashion adoption.
5. Explain the typical fashion cycle.
6. Discuss the role of forecasting agencies in the fashion industry.
7. Discuss how lifestyle and cultural trends affect long-term forecasting.

**Standards and Guidelines for Fashion Merchandising**

- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** FMT 291(1-6) Internship in Fashion Merchandising Technology

**Description:** Direct application of concepts, terminology, and theory of fashion marketing. Students must be employed in a work environment where they must solve problems as encountered in industry.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Internship	Contact Hours
1-6	0	3-18	45-270

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Apply technical skills needed to be a viable member of the workforce.
  - a. Prepare a list of training objectives to be achieved in the internship.
  - b. Develop technical skills needed to be a viable member of the workforce.
2. Apply human relationship skills and positive work habits through the performance of work assignments.
  - a. Use proactive human relationship skills in the internship.
  - b. Perform assignments to develop positive work habits and responsibilities.
3. Assess accomplishment of training objectives.
  - a. Record hours worked in order to meet course requirements.
  - b. Present weekly written reports to instructor of activities performed and training objectives accomplished.
  - c. Prepare written assessment of intern accomplishments utilizing employer evaluations.
4. Utilize a set of written guidelines for the internship.
  - a. Develop and follow a set of written guidelines for the internship.
  - b. Generate a series of reports on a variety of topics related to the particular workplace.

**Standards and Guidelines for Fashion Merchandising**

BC5 Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others

BC12 Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career

**Course Number and Name:** FMT 292(1-6) Fashion Cooperative Education

**Description:** Direct application of concepts and theory of marketing management. Students will work in a marketing-related environment.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Internship	Contact Hours
1-6	0	3-18	45-270

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Create an individual career plan.
  - a. Prepare a résumé.
  - b. Prepare correspondence related to employment.
  - c. Prepare a job application.
  - d. Develop interview skills.
  - e. Demonstrate appropriate business attire.
  - f. Assemble a portfolio.
2. Apply human relationship skills and positive work habits.
  - a. Use proactive human relationship skills in the internship.
  - b. Perform assignments to develop positive work habits and responsibilities.
3. Assess accomplishment of training objectives.
  - a. Present weekly written reports to the instructor in activities performed and training objectives accomplished.
  - b. Prepare a written assessment of intern accomplishments utilizing employer evaluations.
4. Utilize a set of written guidelines for the internship.
  - a. Develop and follow a set of written guidelines for the internship.

**Standards and Guidelines for Fashion Merchandising**

BC5 Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others

BC12 Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career



**Course Number and Name:** MMT 1123 Marketing Management

**Description:** A project-based course as a continuation of MMT 1113.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Expand and evaluate the critical trends and issues in the field of marketing.
  - a. Identify, analyze, and create a marketing plan.
  - b. Identify information and sources to assist with the development of the marketing plan.
  - d. Research and develop the financial components of a marketing plan.
  - e. Evaluate marketing strategy effectiveness.

**Standards and Guidelines for Marketing Management**

- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 1223 Consumer Behavior

**Description:** This course introduces the fundamentals of Consumer Behavior patterns and motivations of the buying process and their relationship in the marketplace. "Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Introduce the fundamentals of Consumer Behavior and its impact on Marketing
  - a. Critique concepts relevant to the marketing process
  - b. Analyze the final and industrial consumers and their buying behaviors.
  - c. Determine market segments, and forecast market potential
2. Explain the changing American society and its impact on Consumer Behavior
  - a. Assess demographics and how it impacts the marketplace
  - b. Analyze the different cultural markets
  - c. Introduce subcultures and group influences on Consumer Behavior
  - d. Understand the impact of families and households in the American culture as respect to Consumer Behavior
3. Explain the internal and external influences on a buying decision
  - a. Define perception of the consumer
  - b. Discuss product positioning and product learning if needed
  - c. Compare lifestyles of consumers and the cultural groups they belong to
  - d. Explain attitudes and influences that effect the attitudes of the consumer
4. Explain the Consumer Behavior Decision Process
  - a. Assess the situational influences
  - b. Assess the buying problem, how a consumer searches for alternatives, and the selection process
  - c. Explain the post purchase process and how to minimize cognitive dissonance in a consumer's mind relative to a specific product
5. Introduce the Organizational Buying Behavior
  - a. Explain the difference between Consumer Buying Behavior and Organizational Buying Behavior
  - b. Explain the impact that both Consumer Buying Behavior and Organizational Buying Behavior has on the marketplace and society as a whole.

**Standards and Guidelines for Marketing Management**

- MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sale channels
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience

**Course Number and Name:** MMT 1313 Selling

**Description:** Basic principles and techniques of professional sales and their practical application. Topics include basic elements of consumer behavior, developing selling strategies, closing and servicing a sale, and developing consumer relations.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Identify and execute effective promotion through personal selling.
  - a. Recognize the different types of selling
  - b. Identify the various selling positions available and the duties and responsibilities of each.
  - c. Identify the personality traits and qualifications needed by successful salespeople, including honesty and business ethics.
  - d. Apply appropriate responses to customer objections depending upon psychological types identified.
  - e. Analyze the forces influencing buyer behavior.
  - f. Recognize the importance of customer service in the selling process.
  - g. Develop an effective selling strategy including knowledge of the product, the company, suggestive selling, and the competition.
  - h. Determine the role of selling in today's market-driven economy.
  - i. Develop statements that turn product features into customer benefits.
  - j. Determine the steps in the buying process as they apply to the selling process.
  - k. Prepare and execute an effective sales presentation.
  - l. Create and present a 30 second elevator pitch.

### **Standards and Guidelines for Marketing Management**

- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 1323 Advertising

**Description:** The role of advertising as an integrated marketing communications tool. Topics included are product and consumer analysis, media selection, and creation of advertisements.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Plan, organize, execute, and evaluate effective promotion through mass advertising.
  - a. Analyze and identify the target market for a promotion.
  - b. Develop strategies for campaigns and individual advertising messages.
  - c. Construct an advertising budget.
  - d. Develop a method for analyzing the effectiveness of an advertising budget.
  - e. Determine advertising costs from rate cards or other information.
  - f. Determine the products, features, and benefits to be advertised.
  - g. Determine advantages and disadvantages of media outlets.
  - h. List sources for locating secondary information.
  - j. Identify elements of copywriting for advertisements.
  - m. Create, present, and evaluate an advertising campaign.
2. Describe the communication model.

**Standards and Guidelines for Marketing Management**

- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- MKT19 Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 1413 Merchandising Math

**Description:** Study of the mathematical calculations involved in basic business operations.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Apply the mathematical calculations relating to the business process.
  - a. Calculate the cumulative markup figures and individual markup figures.
  - b. Illustrate how to improve average markup with additional purchases.
  - c. Apply effective pricing strategies utilizing merchandising formulas.
  - d. Explain inventory and cash flow in the business process.
  - e. Calculate and understand shipping cost.

**Standards and Guidelines for Marketing Management**

MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience

**Course Number and Name:**        **MMT 171(1-3) Marketing Seminar I, II, III, IV, V**  
**MMT 172(1-3)**  
**MMT 173(1-3)**  
**MMT 174(1-3)**  
**MMT 175(1-3)**

**Description:**                        Develops leadership skills and human-relations skills necessary for success in the field of marketing management. Special programs and activities will address topics directly related to marketing careers and career development. Emphasis will be placed on developing civic, social, and business responsibilities.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
1-3	0	2-6	30-90

**Prerequisite:**                        Instructor Approved

**Student Learning Outcomes:**

1. Develop professionalism and leadership skills through organizational activities and projects.
  - a. Identify functions and roles of group members in a variety of scenarios.
  - b. Present acceptable solutions to ethical dilemmas in business.
  - c. Demonstrate proper problem solving and conflict resolution techniques.
  - d. Demonstrate communication and team building skills.
2. Explore career opportunities.
  - a. Become aware of opportunities that exist in the field of marketing.
  - b. Demonstrate an understanding of the role of professional organizations in career advancement.
  - c. Identify current job market trends.
  - d. Identify sources used to obtain job leads.
3. Design and develop an individual career plan.
  - a. Prepare a résumé.
  - b. Prepare correspondence related to employment.
  - c. Prepare a job application.
  - d. Develop interview skills.
  - e. Demonstrate appropriate business attire.
  - f. Assemble a portfolio.

**Standards and Guidelines for Marketing Management**

- BC1        Understands the responsibility of business to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions
- BC2        Understands the concepts, strategies, and systems used to obtain and convey ideas and information
- BC5        Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
- BC6        Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture
- BC12      Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career

**Course Number and Name:**     **MMT 2113     Internet Concepts**

**Description:**                     Provides an inclusive review and understanding of the Internet focusing on creating web pages through various software packages and exploration of e-commerce concepts.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:**                     Instructor Approved

**Student Learning Outcomes:**

1. Explore the history and structure of the internet.
2. Discuss Internet navigation tools.
3. Explore safeguards against security threats for personal and business use on the Internet.
4. Identify options to verify the credibility of information found on the Internet.
5. Design and develop a website.

**Course Number and Name:** MMT 2133 Software Essentials for E-Business

**Description:** Introductory course for business computer graphics. Students will learn how to create and enhance digital images for business purposes.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Explore various types of software used in business graphics.
2. Demonstrate how to create and edit graphic images for websites.

**Course Number and Name:** MMT 2213 Principles of Management

**Description:** Study of the basic principles and functions of organizational management with special emphasis on planning, organizing, leading, and controlling.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60
3	3	0	45

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Analyze the functions of management.
  - a. Identify and define the basic parts of the planning process.
  - b. Identify and describe the major components of organization.
  - c. Explore the primary styles of leadership.
  - d. Identify and classify the basic motivational theories.
  - e. Examine the different types of organizational communications.
  - f. Define and identify the steps of the control process.
  - g. Identify problem solving techniques
2. Assess a code of acceptable business ethics.
  - a. Evaluate the use of proper business ethics.
  - b. Explore different business ethics in various cultures.

**Standards and Guidelines for Marketing Management**

- BC1 Understands the responsibility of business to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions
- BC3 Understands the techniques and strategies used to foster positive, ongoing relationships with customers
- BC4 Understands the economic principles and concepts fundamental to business operations
- BC5 Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
- BC8 Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources
- BC9 Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist in business decision making
- BC10 Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives
- BC11 Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning

**Course Number and Name:** MMT 2233 Human Resource Management

**Description:** The study of the objectives, organizational structure, and functions of human resource management. Emphasis is placed on selection and placement, job evaluation, training, education, safety, health, employer-employee relationships, and employee services.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Identify the information relative to the procurement, placement, training, and development of human resources.
  - a. Discuss government regulations that impact human resources.
  - b. Demonstrate various motivational methods for improving performance.
  - c. Demonstrate the roles managers play in employee relations.
  - d. Explain wage and salary, fringe benefits, and other compensation incentives.
  - e. Identify selection and termination procedures.
  - f. Discuss appraisal and performance review.
  - g. Discuss policy, practice, and procedure manuals.
  - h. Discuss and analyze crisis management.

**Standards and Guidelines for Marketing Management**

- BC2 Understands the concepts, strategies, and systems used to obtain and convey ideas and information
- BC3 Understands the techniques and strategies used to foster positive, ongoing relationships with customers
- BC5 Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
- BC8 Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources
- BC11 Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning

**Course Number and Name:** MMT 2243 Marketing Case Studies

**Description:** The study of effective marketing management decision making through case study analysis.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Interpret and evaluate data in order to determine solutions to marketing management situations.
  - a. Apply appropriate reasoning skills to a problem-solving approach.
  - b. Interpret and evaluate quantitative data that will be present in an actual business situation.
  - c. Analyze the elements of product planning.
  - d. Explain how physical distribution activities are integrated in marketing channels and in overall marketing strategies.
  - e. Analyze the elements of a promotional mix.
  - f. Determine market segments, and forecast market potential.
  - g. Evaluate uncontrollable variables affecting marketing management.
2. Evaluate and present an analysis of business case studies.
  - a. Incorporate all objectives of class to determine a plan or direction for the business by evaluating the information that is presented.

**Standards and Guidelines for Marketing Management**

- MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value

**Course Number and Name:** MMT 2313 E-Commerce Marketing

**Description:** This course introduces the fundamental opportunities and challenges associated with e-commerce activities. Topics include designing the user interface, Web security, electronic payment systems, promotion, legal issues, and social media opportunities involved in creating a functioning online business presence.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Examine marketing strategies involved in electronic commerce.
  - a. Compare the relationships between the Internet and e-commerce.
  - b. Critique the marketing issues related to e-commerce.
  - c. Explain purchasing and business support activities as they relate to e-commerce.
2. Explore e-commerce challenges.
  - a. Evaluate Web promotion techniques.
  - b. Critique effective Web sites.
  - c. Assess usability testing in Web site design.
  - d. Analyze security protection techniques.
  - e. Compare electronic payment systems.
  - f. Examine international, legal, and ethical issues as they relate to e-commerce.
  - g. Discuss privacy issues as they relate to e-commerce.
3. Analyze the use of social media and the role it plays in marketing communications.
  - a. Define the types of social media available.
  - b. Understand the impact of social media on marketing communications.
  - c. Determine how to effectively integrate social media into an organization's integrated marketing communications.

**Standards and Guidelines for Marketing Management**

- MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT19 Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 2323 Internet Marketing

**Description:** This course introduces the online application of marketing communications. Topics include basic website design, search engine optimization, digital promotions, email and social media marketing, and opportunities and challenges associated with e-commerce activities.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Examine internet marketing strategies.
  - a. Evaluate Web promotion techniques.
  - b. Critique and assess the effectiveness of various web sites.
  - c. Discuss privacy, ethical, and security issues related to internet marketing.
  - d. Explain business support activities as they relate to e-commerce.
2. Analyze the use of social media and the role it plays in marketing communications.
  - a. Define the types of social media available.
  - b. Understand the impact of social media on marketing communications.
  - c. Determine how to effectively integrate social media into an organization's integrated marketing communications.
  - d. Develop a social media marketing plan.

**Standards and Guidelines for Marketing Management**

- MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT19 Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 2343 Marketing Web Page Design

**Description:** Use creative marketing strategies, concepts, and techniques to design Web sites that will reach designated target markets.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60
3	3	0	45

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Examine Web strategies as they relate to targeting different markets.
  - a. Evaluate online layout, video, color, and graphics incorporated by successful marketing Web sites.
  - b. Determine online target markets.
  - c. Develop objectives to reach target market.
2. Plan a business Web site using the principles and elements of marketing design and concepts.
  - a. Explain the use of color, layout, graphics, font styles, and video in the design of marketing Web sites.
  - b. Choose a page structure that is appropriate for the development of Web sites designed to reach target market.
  - c. Design a Web site for proposed marketing business.
3. Explore requirements for publishing a marketing Web site.
  - a. Examine appropriate Web providers for marketing Web pages.
  - b. Analyze the steps in publishing a marketing Web site.
4. Explore requirements for evaluating the effectiveness of a marketing Web site.
  - a. Examine appropriate procedures for collecting demographic information from a marketing Web site.
  - b. Explore various methods of processing and handling data that has been collected.

**Standards and Guidelines for Marketing Management**

- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 2353 Digital Media Applications

**Description:** Design and deliver multimedia marketing presentations through the use of appropriate multimedia software and tools. Topics include marketing design concepts and related marketing communication strategies.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60
3	1	4	75

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Demonstrate ability to create a variety of print and digital media using industry-approved design software.
  - a. Identify, describe, and select tools and software resources available for the production of print and digital media.
  - b. Analyze and apply corporate identity and branding techniques.
  - c. Understand and apply the design elements and principles to the production of print and digital media.
  - d. Demonstrate basic knowledge of printing techniques and terminology.
  - e. Exhibit a high level of craftsmanship in the presentation of print and digital media.
2. Develop an integrated marketing communication strategy for a product, service, or brand.
  - a. Identify appropriate target market.
  - b. Utilize the logo design process to develop an appropriate corporate or brand identity.
  - c. Demonstrate a cohesive creative direction in the creation of a variety of print and digital media.
  - d. Present the strategy using an online platform.

**Standards and Guidelines for Marketing Management**

- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 2423 Retail Management

**Description:** Introduction to retailing and the retail management process.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Examine strategies necessary for successful and efficient retail operations.
  - a. Explain the role of retailing in the chain of distribution.
  - b. Analyze retail classifications.
  - c. Apply the retail mix in order to balance the business operation.
  - e. Compare retail pricing strategies.
  - f. Analyze inventory management systems.
  - g. Evaluate non-store retail strategies.
  - h. Identify performance measures, and discuss their importance.
2. Assess the role of visual merchandising in retail merchandising.
  - a. Examine the concept of retail image as it is related to the atmosphere it creates through the exterior, general interior, layout, and displays.
  - b. Recognize effective use of visual merchandising techniques.
  - c. Analyze the impact of community relations on a retailer's image.
3. Investigate aspects necessary in selecting a site location and in creating an effective store layout.
  - a. Examine the types of locations available to a retailer.
  - b. Conduct a local area analysis.
  - d. Explore and design an effective store layout.

**Standards and Guidelines for Marketing Management**

- MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

**Course Number and Name:** MMT 2513 Entrepreneurship

**Description:** Overview of key marketing concepts, methods, and strategic issues relevant to entrepreneurs and the activities involved with planning, establishing, and managing a small business enterprise.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Analyze characteristics of entrepreneurial opportunities.
  - a. Analyze the major advantages and disadvantages of entrepreneurship.
  - b. Compare the characteristics of various forms of business ownership.
2. Develop a business plan for a potential or existing business.
  - a. Assess the feasibility of proposed business.
  - b. Select and support the chosen form of business ownership.
  - c. Identify and analyze the proposed target market.
  - d. Examine factors involved in determining location.
  - e. Develop a marketing and promotional plan.
  - f. Explore financing options available to entrepreneurs.
  - g. Create and calculate projected financial statements.
  - h. Develop and write an executive summary.

**Standards and Guidelines for Marketing Management**

- BC4 Understands the economic principles and concepts fundamental to business operations
- BC6 Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture
- BC7 Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources
- BC10 Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives
- BC11 Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning
- BC13 Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
- BC14 Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience

**Course Number and Name:** MMT 2523 Event Management

**Description:** An overview of event management to include the design of a plan for special events, trade and consumer shows, exhibitions, and conventions.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Create a framework for an effective and efficient special event.
  - a. Determine feasibility of the event.
  - b. Identify special events and public relations strategies.
  - c. Identify the criteria required for developing a successful event.
2. Apply the framework for implementing an event.
  - a. Establish performance-based objectives.
  - b. Develop a cost-effective budget.
  - c. Evaluate and choose site options.
  - d. Create a safety and security plan.
  - e. Develop and construct an event calendar.
  - f. Delegate responsibilities for the successful completion of each activity.
  - g. Create a public relations plan for marketing events using appropriate media.
  - h. Present or execute a proposed plan.
  - i. Evaluate event outcome and effectiveness.
  - j. Learn about technology that is available to help promote an event.

**Standards and Guidelines for Marketing Management**

- BC6 Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture
- MKT15 Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels
- MKT16 Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- MKT17 Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
- MKT18 Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- MKT19 Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities
- MKT20 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MKT21 Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities



**Course Number and Name:** MMT 2623 Service Marketing

**Description:** This course provides a comprehensive understanding of services marketing with a focus on implementation of service strategies across a variety of industries.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Externship	Contact Hours
3	3	0	45

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Analyze marketing and leadership problems of service driven companies and how they may or may not differ from product driven companies.
2. Develop plans to implement marketing programs in service companies that provide a supreme customer experience and extreme customer loyalty.
3. Understand the importance of segment and target research to service companies and how to find customers who value or need the service.
4. Negotiate, plan and implement integrated marketing programs.
5. Develop and plan meaningful customer centric programs.
6. Develop leadership skills while doing a marketing audit study and report.

**Standards and Guidelines for Marketing Management**

- BC5 Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
- BC12 Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career

**Course Number and Name:** MMT 291(1-6) Internship in Marketing Management

**Description:** Direct application of concepts and theory of marketing management. Students will work in a marketing-related environment.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Externship	Contact Hours
1-6	0	3-18	45-270

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Apply technical skills needed to be a viable member of the workforce.
  - a. Prepare a list of training objectives to be achieved in the internship.
  - b. Develop technical skills needed to be a viable member of the workforce.
2. Apply human relationship skills and positive work habits.
  - a. Use proactive human relationship skills in the internship.
  - b. Perform assignments to develop positive work habits and responsibilities.
3. Assess accomplishment of training objectives.
  - a. Present weekly written reports to the instructor in activities performed and training objectives accomplished.
  - b. Prepare a written assessment of intern accomplishments utilizing employer evaluations.
4. Utilize a set of written guidelines for the internship.
  - a. Develop and follow a set of written guidelines for the internship.

**Standards and Guidelines for Marketing Management**

- BC5 Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
- BC12 Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career

## APPENDIX A: RECOMMENDED TOOLS AND EQUIPMENT

### Fashion Merchandising (only)

Drafting Boards  
Mannequins  
Display Cases  
Display Props

### **Fashion Merchandising, Marketing Management, and E-Commerce**

Student computers or laptop (1 per student)  
Scanner (1 per program)  
Laser Printer (1 per program)  
High speed internet access

### **Recommended Instructional Aids**

Instructional laptop (2 per program)  
Smart Board  
Digital Camera/Digital Video Camera (1 per program)  
Adobe Creative Suite  
Microsoft Office  
Lynda.com

## APPENDIX B: CURRICULUM DEFINITIONS AND TERMS

- Course Name – A common name that will be used by all community colleges in reporting students
- Course Abbreviation – A common abbreviation that will be used by all community and junior colleges in reporting students
- Classification – Courses may be classified as the following:
  - Career Certificate Required Course – A required course for all students completing a career certificate.
  - Technical Certificate Required Course – A required course for all students completing a technical certificate.
  - Technical Elective – Elective courses that are available for colleges to offer to students.
- Description – A short narrative that includes the major purpose(s) of the course
- Prerequisites – A listing of any courses that must be taken prior to or on enrollment in the course
- Corequisites – A listing of courses that may be taken while enrolled in the course
- Student Learning Outcomes – A listing of the student outcomes (major concepts and performances) that will enable students to demonstrate mastery of these competencies

The following guidelines were used in developing the program(s) in this document and should be considered in compiling and revising course syllabi and daily lesson plans at the local level:

- The content of the courses in this document reflects approximately 75% of the time allocated to each course. The remaining 25% of each course should be developed at the local district level and may reflect the following:
  - Additional competencies and objectives within the course related to topics not found in the state framework, including activities related to specific needs of industries in the community college district
  - Activities that develop a higher level of mastery on the existing competencies and suggested objectives
  - Activities and instruction related to new technologies and concepts that were not prevalent at the time the current framework was developed or revised
  - Activities that include integration of academic and career–technical skills and course work, school-to-work transition activities, and articulation of secondary and postsecondary career–technical programs
  - Individualized learning activities, including work-site learning activities, to better prepare individuals in the courses for their chosen occupational areas
- Sequencing of the course within a program is left to the discretion of the local college. Naturally, foundation courses related to topics such as safety, tool and equipment usage, and other fundamental skills should be taught first. Other courses related to specific skill areas and related academics, however, may be sequenced to take advantage of seasonal and climatic conditions, resources located outside of the school, and other factors. Program must include a minimum of 15 semester hours of General Education Core Courses. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester. Each community college specifies the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college.

- In order to provide flexibility within the districts, individual courses within a framework may be customized by doing the following:
  - Adding new student learning outcomes to complement the existing competencies and suggested objectives in the program framework
  - Revising or extending the student learning outcomes
  - Adjusting the semester credit hours of a course to be up 1 hour or down 1 hour (after informing the Mississippi Community College Board [MCCB] of the change)

## Appendix C: Course Crosswalk

<p style="text-align: center;"><b>COURSE CROSSWALK</b>  <b>FASHION MERCHANDISING</b>  <b>(CIP: 52.1902)</b></p>					
<i>Note: Courses that have been added or changed in the 2018 curriculum are highlighted.</i>					
Existing			Revised		
2012 MS Curriculum Framework			2018 MS Curriculum Framework		
Course Number	Course Title	Hours	Course Number	Course Title	Hours
FMT 1113	Fashion Design Fundamentals	3			
			FMT 1133	Introduction to Fashion	3
FMT 1213	Fashion Marketing	3	FMT 1213	Fashion Marketing	3
FMT 1223	Product Knowledge	3			
			FMT 1243	Fashion Analysis	3
FMT 1233	Buying Fundamentals	3			
FMT 1313	Fundamentals of Textiles	3			
FMT 2414	Visual Merchandising	4			
FMT 2513	Image and Wardrobe Consulting	3			
FMT 2613	Fashion Show Production	3			
FMT 2623	Fashion Forecasting	3			
FMT 291(1-6)	Internship in Fashion Marketing Technology	1-6			
FMT 292(1-6)	Fashion Cooperative Education	1-6			

**COURSE CROSSWALK**  
**MARKETING MANAGEMENT**  
**(CIP:52.1401)**

*Note: Courses that have been added or changed in the 2018 curriculum are highlighted.*

Existing			Revised		
2012 MS Curriculum Framework			2018 MS Curriculum Framework		
Course Number	Course Title	Hours	Course Number	Course Title	Hours
MMT 1113	Principles of Marketing	3	MMT 1113	Principles of Marketing	3
MMT 1123	Marketing Applications	3		<i>Changed to MMT 1123 Marketing Management</i>	
	<i>Replaced MMT 1123 Marketing Applications</i>		MMT 1123	Marketing Management	3
			MMT 1223	Consumer Behavior	3
MMT 1313	Selling	3	MMT 1313	Selling	3
MMT 1323	Advertising	3	MMT 1323	Advertising	3
MMT 1413	Merchandising Math	3	MMT 1413	Merchandising Math	3
MMT 171(1-3)	Marketing Seminar I, II, III, IV, V	1-3	MMT 171(1-3)	Marketing Seminar I, II, III, IV, V	1-3
MMT 172(1-3)			MMT 172(1-3)		
MMT 173(1-3)			MMT 173(1-3)		
MMT 174(1-3)			MMT 174(1-3)		
MMT 175(1-3)			MMT 175(1-3)		
			MMT 2113	Internet Concepts	3
			MMT 2133	Software Essentials for E-Business	3
MMT 2213	Principles of Management	3	MMT 2213	Principles of Management	3
MMT 2233	Human Resource Management	3	MMT 2233	Human Resource Management	3
MMT 2243	Marketing Case Studies	3	MMT 2243	Marketing Case Studies	3
MMT 2313	E-Commerce Marketing	3	MMT 2313	E-Commerce Marketing	3
MMT 2333	Multimedia Presentations for Marketing	3			
MMT 2343	Marketing Web Page Design	3	MMT 2343	Marketing Web Page Design	3
			MMT 2353	Digital Media Applications	3
MMT 2423	Retail Management	3	MMT 2423	Retail Management	3
MMT 2513	Entrepreneurship	3	MMT 2513	Entrepreneurship	3
MMT 2523	Event Management	3	MMT 2523	Event Management	3
MMT 2613	International Marketing	3	MMT 2613	International Marketing	3
			MMT 2623	Service Marketing	3
MMT 291(1-6)	Internship in Marketing Management	1-6	MMT 291(1-6)	Internship in Marketing Management	1-6
MMT 292(1-6)	Marketing Cooperative Education	1-6	MMT 292(1-6)	Marketing Cooperative Education	1-6