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## Marketing Management Technology *Associate of Applied Business (66 semester hours)*

Marketing Management Technology meets management assistance needs of business and other organizations in customer service, sales, advertising, and promotion. Typical job titles include customer service representative, salesperson, store manager, sales manager, merchandise manager, marketing support technician, advertising specialist, sales analyst, and sales promotion coordinator.

*Please note this is a guideline only; your DARS is the official program record*

### Core Program Requirements:

BTE 101 Introduction to Accounting (3)  
BTE 105 Introduction to Marketing (3)  
BTE 106 Introduction to Business & the Economy(3)  
BTE 108 Introduction to Business Law (3)  
BTE 109 Quantative Business Methods (3)  
BTE 111 Introduction to Management (3)  
BTE 113 Management and Supervisory Skills (3)  
BTE 181 Computers & Business (3)  
BTE 203 Computerized Accounting (3)  
BTE 282 Computer Based Business Analysis (3)

ENG 215 Technical Writing (3)  
MTH 101 Introduction to Elementary Algebra (3)  
MPF I ENG 111 College Composition (3)  
MPF II COM 135 or COM 136 (3)  
MPF III or IV or V; 2 courses from 2 areas; (6)  
(CSA 151 recommended for MPF V)

### Specialized Courses:

BTE 261 Customer Service and Satisfaction (3)  
BTE 266 Consumer Behavior (3)  
BTE 267 Marketing Research (3)  
BTE 268 New Product Development (3)

### BTE approved electives \*

\* Six credit hours of career related electives are required. Select from BTE courses not required for this major, as well as ECO 201 or ECO 202. Other electives are possible with the approval of BTE faculty adviser.

**BTE courses do not satisfy any Bachelor degree in business course requirements and a maximum of 12 credit hours of BTE may be applied.**

*Program and course content are subject to change. This listing was current at the time of its printing and is intended for general informational purposes only. **It should not be relied on to represent your specific requirements.** Generally, you are bound by program requirements that existed at the time you first started at Miami University unless you elect to meet newer requirements. The Degree Audit Report System (DARS) produces an individualized report, which indicates your progress in meeting your specific program requirements. You may obtain a copy from the Records Office or from BannerWeb.*

**Please be sure to consult an adviser in the Business Technology Department regularly, and before starting your program.**