Course Title: Marketing and Business Management

Instructor:

Course web page:

Course Description:
This course is designed to give owners and employees of businesses up-to-date information that is necessary to compete in today’s marketing environment. You will study the management of small and large marketing organizations to prepare you for the supervisory and mid-management responsibilities for today’s marketing executive.

Suggested Course Prerequisite(s): N/A

Materials Needed:

Course Objectives: 1. Apply management principles of small and large marketing organizations. 2. Carry out supervisory and mid-management responsibilities in a marketing organization.

Certification Notes: This is a certificate course.

Next course recommendation:

Instructor Notes:

Textbook(s):

Lesson Plan – by week or session
Session 1: Introductions
Student Data Forms
Marketing and Management Overview
Session 2: Management Principles for small marketing organizations
Session 3: Management Principles for large marketing organizations
Session 4: Supervisory and mid-management responsibilities
Student Evaluation of Instruction

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.
Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

http://www.collin.edu/studentresources/personal/studenthandbook.aspx