



PROGRAM OF STUDY PATHWAY TEMPLATES 2011-2012
— MARKETING MANAGEMENT *

COLLEGE: **Sinclair Community College**

HIGH SCHOOL(S): Centerville, Butler Tech, Bellbrook, Dunbar, Ponitz CTC,
Greenville, MVCTC, Stebbins, Greene CCC, Meadowdale
Kettering Fairmont, Warren CCC

CAREER FIELD: Marketing

PATHWAY: Business: Marketing Management / Communication

PROGRAM: Marketing Management

95 Credit Hours - Associate of Applied Science



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| HIGH SCHOOL | Freshman | English I (1) | Integrated Algebra & Geometry or Algebra I (1) | Physical Science (1) | Social Studies (1) | Health (.5) P E (.5) | Career Exploration | Elective (1) |
| | Sophomore | English II (1) | Geometry (1) | Biology (1) | American History (1) | P E (.5) Elective (.5) | Business Management Foundations (.5) | Elective (1) |
| | Junior | English III (1) | Algebra II (1) | Chemistry (1) | American Govt (.5) Social Studies Elective (.5) | College Tech Prep Business Technology (1) | College Tech Prep Business Technology (1) | Elective (1) |
| | Senior | English IV (1) | Pre College Math (1) | Physics or Alternate Science (1) | Accounting or Economics (1) | College Tech Prep Business Technology (1) | College Tech Prep Business Technology (1) | Elective (1) |

Take Accuplacer (reading, math, and writing). Visit Sinclair academic advising. Earn high school diploma. Complete pathway as designed.

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| COLLEGE | 1st Quarter | ENG 111 (3) English Composition I | MAT 116 or MAT 121 (5) College Algebra or Business Analysis Math | ● ACC 121 (5) Intro to Financial Accounting | ■ MAN 105 (3) Intro to Business | | | |
| | 2nd Quarter | ENG 112 (3) English Composition II | ● MAT 122 (4) Statistics I | ● ACC 122 (5) Intro to Managerial Accounting | ● ECO 218 (4) Microeconomics | | | |
| | 3rd Quarter | ● COM 211 (3) Effective Public Speaking | MRK 201 (3) Marketing I | ● ECO 216 (4) Principles of Macroeconomics | ● Social & Behavioral Sciences Elective (3) | ■ BIS 160 (3) Intro to Word, Excel, & PowerPoint | | |
| | 4th Quarter | MRK 202 (3) Marketing II | MRK 215 (3) Advertising | MRK 225 (3) Sales Fundamentals | MRK 245 (3) Principles of Retailing | MAN 205 (3) Principles of Management | ENG 131 (3) Business Comm I | |
| | 5th Quarter | MRK 236 (3) Consumer Behavior | MRK 241 (3) Intro to Supply Chain Management | MRK 235 (3) Marketing Research | ● Social & Behavioral Sciences Elective (3) | ● Arts & Humanities Elective (3) | | |
| | 6th Quarter | Marketing Elective (3) | MAN 279 (3) Business Capstone | MAN 270 (3) Management Internship or Business Elective | MRK 220 (3) Small Business Marketing | | | |



Sinclair converts to semesters in 2012-2013.
Visit www.sinclair.edu/semesters for new course names and credit hours.

Credit-Based Transition Programs, such as dual enrollment, articulated courses 2+2 (+2)
◆ = high school to college ● = community college to 4 year institution ■ = opportunity to test out
Required Courses (credit hours)
Recommended Elective Courses