

IDAHO STATE UNIVERSITY COLLEGE OF TECHNOLOGY

PROGRAM TITLE: MARKETING AND MANAGEMENT OCCUPATIONS

Information included in this handout may change at anytime without notice and should not be considered as a binding contract between Idaho State University and students.

Program Options & Length:

Business Technology, Technical Certificate	2 1/2 Semesters
Business Administration, Associate of Applied Science degree	4 1/2 Semesters
Marketing and Management Technology, Associate of Applied Science degree	4 1/2 Semesters

Entry dates for this program:
August and January

Approximate cost for books, tools, & supplies:
\$2,054 (or less, depending on option)

(See below for registration fees.)

For more information, Contact:

Idaho State University
College of Technology
Student Services Office
Stop 8380
Pocatello, ID 83209-8380
208-282-2622
e-mail: ctech@isu.edu
www.isu.edu/ctech/

Job Description:

The Marketing and Management Occupations program provides opportunities for interested students to study a variety of marketing and management career fields. There are many jobs in this area. The program works hard to provide all the necessary business and general education that students will need to begin their career. The choice of degrees are management, marketing (including e-commerce), and business administration.

HELPFUL HIGH SCHOOL COURSES

Business Practices, Accounting, English, Keyboarding/Computers, Merchandising and Sales, Marketing, Mathematics

TUITION AND FEES

Fees apply to the current Idaho State University fee schedule located at <http://www.isu.edu/finserv/costinfo.shtml>.

Fees include **mandatory** student health insurance, any student with existing health insurance coverage may be exempt and waivers are available at <http://www.isu.edu/stuhlth/insurance/pp.html>.

Idaho State University subscribes to the principles and laws of the State of Idaho and the federal government, including applicable executive orders pertaining to civil rights. All rights, privileges, and activities of the University are made available without regard to race, creed, color, sex, age, disability, national origin or veteran status. The University is an Equal Opportunity and Affirmative Action employer. Evidence of practices that are not consistent with such a policy should be reported to: Leonard E. "Buddy" Frazier, Affirmative Action Director; Museum Building, Room 422 Box 8315. E-mail frazleon@isu.edu, (208) 282-3964.

Idaho State University is committed to equal opportunity in education for all students, including those with documented disabilities. If you have a diagnosed disability or if you believe that you have a disability that might require reasonable accommodations, please contact: Dennis J. Toney, ADA Disabilities and Resource Center Director; Gravely Hall, Room 123 Box 8121. E-mail tonedenn@isu.edu, (208)282-3599.

Licensure, certification, and/or employment applications related to some degree programs require students to disclose any history of criminal prosecution which may include the student's driving record. Students who have a criminal history are strongly encouraged to contact the licensing agency or meet with the coordinator of the program they are interested in, prior to beginning classes, to discuss potential impediments to licensure, certification, or employment.

ADMISSION STEPS

- Complete and return an Application for Admission along with a check or money order for \$40 (non-refundable), payable to Idaho State University. You may also apply online via the Idaho State University home page: www.isu.edu . Click on Prospective Students.
- Submit official college transcripts, if applicable, from each accredited institution of higher education that you have attended.
- Submit an official copy of your high school transcript or GED scores (Not required if you have completed and submitted proof of 14 or more academic credits from an accredited institution of higher education.)
- Meet with a College of Technology counselor, if desired, to obtain more in-depth information. To make an appointment, call (208)282-2622.
- Either:
 1. Complete the COMPASS Placement test. This test enables us to place you in the appropriate classes to enhance your success in college.
 2. Submit ACT/SAT scores, valid for seven (7) years from the date of testing. ACT scores are not required for acceptance to the College of Technology, however they are required to qualify for some scholarships
- Apply for financial aid if needed. Questions, call (208) 282-2756.
- Former College of Technology students who have been out of school one semester or more must complete the necessary forms in the Student Services office before returning to the program. Re-entering student must meet the requirements as outlined in the catalog effective at the date of their re-enrollment.

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TYPICAL COURSE SEQUENCE (by Option)

BUSINESS TECHNOLOGY, TECHNICAL CERTIFICATE

FIRST SEMESTER

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 252	Employment Seminar	1 cr
MANT 131	Quality Customer Service	2 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr

BUSINESS ADMINISTRATION, AAS

FIRST SEMESTER

MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 240	Professional Selling	3 cr
CIS 101 & 101L	Introduction to Computers Systems & Lab	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 135	Work Place Relations	3 cr
MANT 250	Supervision	3 cr
MANT 130	Advertising & Promotions	3 cr
ENGL 102	Critical Reading & Writing	3 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr

FALL SEMESTER

Goal 12	General Education Goal 12	3 cr
MGT 261	Legal Environment of Business	3 cr
ACCT 202	Principles of Accounting II	
	OR	
ACCT 341	Managerial Cost Accounting	3 cr
ECON 201	Macro Economics	3 cr

SPRING SEMESTER

ECON 202	Micro Economics	3 cr
MATH 160	Brief Calculus (may need prerequisites)	4 cr
MGT 216	Business Statistics	3 cr
TGE 158	Employment Strategies	2 cr

MARKETING & MANAGEMENT TECHNOLOGY, AAS

FIRST SEMESTER

MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 240	Professional Selling	3 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 135	Work Place Relations	3 cr
MANT 250	Supervision	3 cr
MART 130	Advertising & Promotions	3 cr
COMM 101	Principles of Speech	3 cr

SUMMER SESSION

Goal 12	General Education Goal 12	3 cr
Goal 4-11	General Education Goal 4-11	4 cr

FALL SEMESTER

MANT 242	Intro to Business Law & Ethics	3 cr
MANT 245	Introduction to Finance	4 cr
MART 121	Marketing Applications	3 cr
WDM 176	Desktop Publishing & Multimedia	3 cr
MATH 123	Math in Modern Society	3 cr

SPRING SEMESTER

MANT 130	Business Communications	3 cr
MANT 251	Small Business Management	3 cr
MART 242	Business Marketing E-Commerce	3 cr
MART 250	Retail Management	3 cr
MART 259	Career Internship	3 cr
TGE 158	Employment Strategies	2 cr

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BOOK AND TOOL LIST

Textbooks may be purchased at the University Bookstore located at the Pond Student Union - Building #14. Textbooks may also be purchased or reserved on-line through www.efollett.com or the bookstore's website at www.isu.edu/bookstor. Payments may be made with cash, check, VISA, Mastercard, American Express, or Discover. A shipping charge will be added for mail orders. See the bookstore's website for more information on purchasing or reserving books or for refund policy information. **Save Your Receipts!**

**Approximate total book and tool costs for this program's options are listed below.
Additional book costs will vary depending on the courses taken to fulfill
general education requirements for the AAS degree.
For a breakdown of books by individual class requirements, you must check your course curriculum.**

NOTE: PRICES ARE SUBJECT TO CHANGE AT ANYTIME WITHOUT PRIOR NOTIFICATION

I. BOOKS LISTED BY COURSE

DESCRIPTION

APPROXIMATE PRICE

DESCRIPTION	APPROXIMATE PRICE	
BI 120 CONCEPTS OF ACCOUNTING		
COLLEGE ACCOUNTING (CH 1-13)	0073229386	92.00
COLLEGE ACCOUNTING (SG ETC: 1-13)	0073203485	58.00
HOME TEAM ADVANTAGE: SOLE PROPRIETORSHIP ETC	0073196855	57.00
BI 170 INTRODUCTION TO COMPUTERS		
GO WITH MICROSOFT OFFICE 2007 + MYITLAB	0132426169	120.00
MANT 121 ESSENTIALS OF MANAGEMENT		
EFFECTIVE MANAGEMENT: Multimed Appr (w/ 5 cd's & Access Code)	0324259117	70.00
MANT 130 BUSINESS COMMUNICATIONS		
BUSINESS AND ADMINISTRATIVE COMMUNICATION	0072350733	82.00
MANT 131 QUALITY CUSTOMER SERVICE		
CUSTOMER SERVICE	0130859591	34.00
MANT 135 WORKPLACE RELATIONS		
CUSTOMER SERVICE	0131989375	52.00
MANT 241 HUMAN RESOURCE MANAGEMENT		
FUND OF HUMAN RESOURCE MANAGEMENT	0073257945	137.00
MANT 245 INTRODUCTION TO FINANCE		
PRACTICAL FINANCIAL MANAGEMENT		80.00
MANT 250 SUPERVISION		
ONE MINUTE MANAGER	0688014291	20.00
WHO MOVED MY CHEESE?	0399144463	20.00
MANT 251 SMALL BUSINESS MANAGEMENT		
SMALL BUSINESS MANAGEMENT (with cd)	0072817976	91.00
MART 110 INTERPERSONAL RELATIONS		
LIFE'S LITTLE TREASURE BOOK ON SUCCESS	1558532803	5.00
ALL I REALLY NEED TO KNOW I LEARNED IN KINDERGARTEN	080410526X	7.00
YOUR ATTITUDE IS SHOWING	013022507X	35.00
YOUR ATTITUDE IS SHOWING, Self-Paced Exercise Guide	0130225126	24.00
MART 111 ECONOMIC ESSENTIALS		
ESSEN OF ECONOMICS	0073375809	141.00

MART 112 ESSENTIALS OF MARKETING		
MARKETING ESSENTIALS	0026441918	66.00
MARKETING ESSENTIALS WORKBOOK	0078249546	11.00
BUSINESS STUDENT WRITER'S MANUAL	0135980046	45.00
MART 113 MARKETING MATHEMATICS Books previously purchased		
MART 114 PRINCIPLES OF RETAIL SELLING No textbook required		
MART 115 BUSINESS CONCEPTS No textbook required		
MART 121 MARKETING APPLICATIONS		
ESSEN OF MKTG (Set: Txt/Apppl 05-06) (W/CD)	0073049205	131.00
MART 130 PROMOTION/DISPLAY		
ADVERTISING & PROMOTION	0073255965	184.00
MART 240 PROFESSIONAL SELLING		
SELLING TODAY: BUILDING QUALITY PARTNERSHIPS	0130274771	90.00
MART 242 E-COMMERCE		
INTRO TO E-COMMERCE	0072510242	104.00
PLANNING INTERNET MARKETING STRATEGIES	0471441090	20.00
MART 250 RETAIL TECHNOLOGY		
RETAILING MANAGEMENT (W/CD)	0072497017	118.00
MART 259 CAREER INTERNSHIP No textbook required		

APPROXIMATE TOTAL BOOKS	\$1,894.00
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II. SUPPLIES AND FEES

DESCRIPTION	APPROXIMATE PRICE
Financial Calculator (MANT 121 & 245)	50.00
Notebooks, pens, pencils, calculator, miscellaneous items	90.00
Graduation Application Fee for First Certificate/Degree	20.00
Optional Graduation Application Fee for Each Additional Certificate/Degree	(10.00)
APPROXIMATE TOTAL SUPPLIES AND FEES	\$160.00

APPROXIMATE TOTAL - BOOKS AND OTHER EXPENSES - MMO PROGRAM	\$2,054.00
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ANTICIPATE ADDITIONAL EXPENSES ASSOCIATED WITH THIS PROGRAM:

TEXTBOOKS ASSOCIATED WITH ACADEMIC COURSES,

TRANSPORTATION, PARKING, CHILD CARE, HOUSING.

YOU MUST CHECK YOUR CLASS SCHEDULE TO DETERMINE TEXTBOOKS REQUIRED BY INSTRUCTOR.