

## MKTG2402 - Management and Marketing Seminar

Credits:	3 (3/0/0)
Description:	This seminar provides an avenue for the exploration and investigation of special study topics in management and marketing. As a career enrichment course, it is designed to integrate the coursework taken and contribute to the student's personal and/or professional career goals. Students will develop technology and decision-making skills through simulation. Students will get hands-on learning opportunities through mentorships, guest speakers, podcasts, networking events, conferences, workshops or webinars related to business. Students will work closely with Career Services for job search preparation.
Prerequisites:	<ul style="list-style-type: none"> <li>• BUS2204</li> <li>• BUS2206</li> </ul>
Corequisites:	<ul style="list-style-type: none"> <li>• MKTG2236</li> </ul>
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Apply technology skills to research, analyze and communicate business decisions.</li> <li>2. Collaborate effectively in a team setting.</li> <li>3. Apply critical thinking skills in a work environment.</li> <li>4. Implement effective oral and written business communication skills in a professional environment.</li> <li>5. Demonstrate an understanding of professional business expectations in a work environment.</li> <li>6. Display personal accountability and professionalism in the workplace.</li> <li>7. Demonstrate professional ethical practices.</li> <li>8. Simulate management, marketing and sales decisions in an organizational setting.</li> <li>9. Evaluate business problems and opportunities to formulate recommendations for courses of action.</li> <li>10. Analyze trends in the external environment that could affect marketing and management strategies.</li> <li>11. Create a professional cover letter and resume, and practice interviewing skills through mock interviews with industry partners.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.