

MKTG2410 - Management and Marketing and Sales Capstone

Credits:	3 (3/0/0)
Description:	This capstone course is designed to provide students the opportunity to use business acumen gained throughout the Business: Management, Marketing and Sales program to complete a comprehensive business plan. The capstone course is intended to be taken during the student's final semester prior to graduation.
Prerequisites:	<ul style="list-style-type: none"> • BUS2204 • MKTG2230
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> 1. Analyze business problems and opportunities to formulate recommendations for courses of action. 2. Analyze trends in the external environment that could affect management strategies. 3. Develop strategies to achieve an organization's vision, mission and goals. 4. Identify key value chain activities that provide a competitive advantage. 5. Demonstrate knowledge of the core concepts of management, marketing and sales. 6. Demonstrate research skills through finding, organizing, assessing and analyzing data. 7. Demonstrate proficiency in writing and presenting through a business report. 8. Use technology to research, analyze and communicate business decisions. 9. Demonstrate the ability to work effectively individually and in a team setting.
MnTC goal areas:	None

*Can be taken as a Prerequisite or Corequisite.