

# 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"> <li>• BUS2204</li> <li>• MKTG2230</li> </ul>
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Analyze business problems and opportunities to formulate recommendations for courses of action.</li> <li>2. Analyze trends in the external environment that could affect management strategies.</li> <li>3. Develop strategies to achieve an organization's vision, mission and goals.</li> <li>4. Identify key value chain activities that provide a competitive advantage.</li> <li>5. Demonstrate knowledge of the core concepts of management, marketing and sales.</li> <li>6. Demonstrate research skills through finding, organizing, assessing and analyzing data.</li> <li>7. Demonstrate proficiency in writing and presenting through a business report.</li> <li>8. Use technology to research, analyze and communicate business decisions.</li> <li>9. Demonstrate the ability to work effectively individually and in a team setting.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.