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

**Can be taking as a Prerequisite or Corequisite.*

© 2026 Minnesota State Community and Technical College.
We reserve the right to periodically update information without notice.
The information in this publication should not be regarded as contractual in nature.