

BUSINESS: MARKETING AND SALES DIPLOMA - 33 CREDITS

Program Plan — "Primary"

Locations: Detroit Lakes, Moorhead, Online

1st Fall Term (15 credits)

Courses

Course	Creds
BUS2206 - Principles of Marketing	3
MKTG1106 - Professional Selling	3
MKTG1114 - Customer Experience	3

3 credits in one or more of the following:

CPTR1104 - Introduction to Computer Technology	3
CSCI1155 - Computer Utilization in Business & Society	3
MKTG2234 - Computer Marketing Applications	3

3 credits in one or more of the following:

ENTR1400 - Opportunity Analysis	3
MKTG2230 - Marketing Research	3

1st Spring Term (18 credits)

Courses

Course	Creds
ACCT1108 - Business Math	3
BUS2204 - Principles of Management	3
MKTG2000 - Integrated Marketing Communications	3
MKTG2204 - Advanced Professional Selling	3
MKTG2225 - Omni-Channel Retailing	3

3 credits in one or more of the following:

Goal Area 1. Communication