

# BUSINESS: MARKETING AND SALES DIPLOMA - 33 CREDITS

## Program Plan — "Primary"

Locations: Detroit Lakes, Moorhead, Online

### 1st Fall Term (15 credits)

#### Courses

Course	Crds
BUS2206 - Principles of Marketing .....	3
MKTG1106 - Professional Selling .....	3
MKTG1110 - Customer Service .....	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	Crds
ACCT1108 - Business Math .....	3
BUS2204 - Principles of Management .....	3
MKTG1116 - Missing title .....	
MKTG2204 - Advanced Professional Selling .....	3
MKTG2218 - Retail Management .....	3

#### 3 credits in one or more of the following:

Goal Area 1. Communication