

BUSINESS: MARKETING AND SALES DIPLOMA - 33 CREDITS

About this program

This program prepares students to enter sales and marketing careers. Positions are available in marketing, merchandising, selling, retailing and service businesses. This major includes courses in computer technology, selling strategies, customer service, telemarketing, and retailing and marketing concepts.

Program outcomes

1. Select and apply technology to meet business objectives.
2. Apply fundamental sales techniques.
3. Apply fundamental marketing techniques.
4. Apply retailing skills.
5. Demonstrate professionalism in a business environment.
6. Demonstrate interpersonal skills.
7. Apply mathematical processes.

Employment

A career in Sales and Marketing offers many opportunities. The number of positions is growing and every industry needs capable sales employees. Individuals may start as a management trainee, assistant manager, customer service representative, sales associate, route salesperson, independent sales representative, or account executive.

Curriculum overview

Crds	Requirement type
24	Required courses
6	Restricted electives in courses
3	Restricted electives in MnTC Goal Areas
33	Total

Developmental courses note: A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

Accreditation: Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. More information can be found at www.minnesota.edu/accreditation.

Curriculum requirement details

Required courses

Course	Crds
ACCT1108 - Business Math	3
BUS2204 - Principles of Management	3
BUS2206 - Principles of Marketing	3
MKTG1106 - Professional Selling	3
MKTG1114 - Customer Experience	3
MKTG2000 - Integrated Marketing Communications ...	3
MKTG2204 - Advanced Professional Selling	3
MKTG2225 - Omni-Channel Retailing	3

Other requirements or restricted electives

3 credits from one or more of these Courses:

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

3 credits from one or more of these Courses:

Course title	Credits
ENTR1400 - Opportunity Analysis	3
MKTG2230 - Marketing Research	3

3 credits from these Goal Areas:

- 1. Communication

Course summaries

ACCT1108 - Business Math (3 credits)

This course covers common business-related calculations, application of these calculations to accounting and other business functions, and use of the touch system on the computer number pad keyboard.

Prerequisites:

BUS2204 - Principles of Management (3 credits)

This course examines the historical and philosophical foundations of management as well as current theory and practices. Managerial decisions as a planner, organizer, motivator, controller and leader of a diverse workforce in a competitive environment are identified and evaluated. The course is a study of the basic principles of business management including the functional, scientific, behavioral and systems approaches. Current literature, concepts, models and applications may be included as well as the use of case studies.

BUS2206 - Principles of Marketing (3 credits)

This course examines the business function of marketing and will enhance students' decision-making skills in a global market. The course focuses on how marketers create value by satisfying customer needs and wants by analyzing which target markets the organization can best serve, and the appropriate strategies to serve these markets. This course also will discuss the implications of the environmental factors that can impact the marketing strategies of a business. Topics include business and consumer markets, branding and product strategies, marketing research, pricing, promotion and supply chain management.

MKTG1106 - Professional Selling (3 credits)

This course covers a fundamental sales approach that can be used as a foundation for future sales courses. The content covers steps used to plan a sales presentation and methods of determining and filling prospect needs or wants.

MKTG1114 - Customer Experience (3 credits)

Customer-focused, data-driven service strategies are vital to managing, retaining and growing customer relationships. This course will focus on the importance of personalized service, meeting customer needs, problem resolution and service recovery. Organizations with a higher quality customer experience (CX) are enjoying fierce brand loyalty, which is crucial to sustain competitive advantages.

MKTG2000 - Integrated Marketing Communications (3 credits)

This course is an introduction to the field of integrated marketing communications (IMC) and its role in marketing plans. Emphasis is on the converging fields of advertising, public relations, sales promotion, personal selling and digital marketing. This course focuses on the marketing communications strategy that includes consumer insight and research, market segmentation, brand positioning, communication messages and media channels.

Prerequisites:

MKTG2204 - Advanced Professional Selling (3 credits)

This course provides opportunity for the student to apply the steps of a sales presentation by planning and performing sales presentations in role-playing situations. The student applies strategies in sales communications, customer-oriented selling and sales management.

Prerequisites:

MKTG2225 - Omni-Channel Retailing (3 credits)

This course will examine a new approach to commerce that is focused on retailers creating a cohesive user experience for customers at every touchpoint. Omni-channel refers to retailers with both a physical and digital presence.

Prerequisites:

CPTR1104 - Introduction to Computer Technology (3 credits)

This course covers the operation of personal computer hardware and software. It provides an overview of a personal computer operating system and word processing, spreadsheet, presentation, email, scheduling, Internet and database management software.

CSCI1155 - Computer Utilization in Business & Society (3 credits)

This course is designed to provide a technical background for understanding the use of computers in the real world. The course will cover both hardware and software and their applications in the world today. One of the highest-rated commercially available applications software packages will be used to gain skills necessary for word processing, electronic spreadsheets, databases and presentations. Students will use the Internet and electronic mail on a regular basis.

MKTG2234 - Computer Marketing Applications (3 credits)

This course challenges students to produce computer projects using spreadsheets, databases, graphics and word processing. The emphasis is on documents produced by marketing departments and marketing firms. The student plan, creates, prints and evaluates projects individually and with a team.

ENTR1400 - Opportunity Analysis (3 credits)

In this course, students will assess their individual or organization's skills, talents, education, and work experiences for potential business opportunities. They will also examine their external environment to identify trends and needs in the marketplace for potential business opportunities. Students will then screen potential business ideas by practicing primary and secondary research methods.

MKTG2230 - Marketing Research (3 credits)

This course covers market research principles and procedures that are necessary for marketing professionals to be successful. Topics covered include survey methods and techniques, problem identification, data collection techniques, sample type and size, presentation of findings and using the Internet as a source.

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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