

BUSINESS: MANAGEMENT, MARKETING AND SALES

ASSOCIATE OF APPLIED SCIENCE (AAS) - 66 CREDITS

Program Plan — "Primary"

Locations: Detroit Lakes, Moorhead, Online

1st Fall Term (15 credits)

Courses

Course	Crds
BUS1300 - Financial Statement Analysis	3
BUS2206 - Principles of Marketing	3
ENGL1101 - College Writing	3
MIS1100 - Business Computers	3
MKTG1114 - Customer Experience	3

1st Spring Term (18 credits)

Courses

Course	Crds
ACCT1012 - Foundations of Accounting	3
BUS2204 - Principles of Management	3
DMKT2200 - Introduction to Digital Marketing	3
MKTG1106 - Professional Selling	3
MKTG2000 - Integrated Marketing Communications	3

3 credits in one or more of the following:

COMM1120 - Introduction to Public Speaking	3
COMM1130 - Small Group Communication	3
COMM1140 - Interpersonal Communication	3

2nd Fall Term (18 credits)

Courses

Course	Crds
BUS2220 - Global Business	3
HRES1122 - Human Resource Management	3
MKTG2204 - Advanced Professional Selling	3
MKTG2225 - Omni-Channel Retailing	3

3 credits in one or more of the following:

ENTR1400 - Opportunity Analysis	3
MKTG2230 - Marketing Research	3

3 credits in one or more of the following:

ECON2210 - Macroeconomics	3
ECON2222 - Microeconomics	3

2nd Spring Term (15 credits)

Courses

Course	Crds
MKTG2410 - Management and Marketing and Sales Capstone	3

3 credits in one or more of the following:

MKTG2290 - Management, Marketing and Sales Internship	3
MKTG2292 - Supervised Occupational Experience	3

3 credits in one or more of the following:

ENTR1100 - Introduction to Entrepreneurship	3
MKTG2236 - Small Business Management	3

6 credits in one or more of the following:

General Education w/MnTC Goals

