

BUSINESS: MANAGEMENT, MARKETING AND SALES ASSOCIATE OF APPLIED SCIENCE (AAS) - 66 CREDITS

About this program

The Business: Management, Marketing and Sales AAS includes business and general education courses. This program is designed to provide students with the skills necessary to succeed in a variety of careers in the sales, marketing and management fields. Curriculum includes instruction in sales, marketing, research, customer service and small business planning. Emphasis is on developing skills in management decision making, communication, problem solving and technology.

Program outcomes

1. Communicate effectively in oral and written forms.
2. Demonstrate effective use of up-to-date technology in internal, external and team settings.
3. Apply the introductory concepts of management, marketing and sales.
4. Practice professional and ethical behavior in internal, external and team settings.
5. Recognize perspectives of diverse groups when making decisions.
6. Utilize financial concepts in analysis of business problems.
7. Use quantitative and qualitative analytical and critical thinking skills to evaluate information, solve problems and make business decisions.
8. Understand the role of economic, environmental, political, ethical, legal and regulatory functions of domestic and international business.

Curriculum overview

Crds	Requirement type
45	Required courses
15	Restricted electives in courses
6	Restricted electives in course types
66	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. The Higher Learning Commission 230 South LaSalle Street, Suite 7-500 Chicago, IL 60604-1411 <http://www.ncahigherlearningcommission.org> Phone: 312.263.0456 / 800.621.7440

Curriculum requirement details

Required courses

Course	Crds
ACCT1012 - Foundations of Accounting	3
BUS1300 - Financial Statement Analysis	3
BUS2204 - Principles of Management	3
BUS2206 - Principles of Marketing	3
BUS2220 - Global Business	3
DMKT2200 - Introduction to Digital Marketing	3
ENGL1101 - College Writing	3
HRES1122 - Human Resource Management	3
MIS1100 - Business Computers	3
MKTG1106 - Professional Selling	3
MKTG1114 - Customer Experience	3
MKTG2000 - Integrated Marketing Communications ...	3
MKTG2204 - Advanced Professional Selling	3
MKTG2225 - Omni-Channel Retailing	3
MKTG2410 - Management and Marketing and Sales	3
Capstone	

Other requirements or restricted electives

3 credits from one or more of these Courses:

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

3 credits from one or more of these Courses:

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

3 credits from one or more of these Courses:

Course title	Credits
ENTR1100 - Introduction to Entrepreneurship	3
MKTG2236 - Small Business Management	3

3 credits from one or more of these Courses:

Course title	Credits
ECON2210 - Macroeconomics	3
ECON2222 - Microeconomics	3

3 credits from one or more of these Courses:

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

6 credits from these Course Types:

- General Education w/MnTC Goals

Course summaries

ACCT1012 - Foundations of Accounting (3 credits)

This course covers the basic accounting cycle for service and merchandising businesses. Topics include the analyses of business transactions, recording transactions in a variety of journals, payroll procedures and preparation of financial reports.

BUS1300 - Financial Statement Analysis (3 credits)

This course covers principles used in analyzing financial statements and budgets. Students learn how to prepare, read and analyze financial statements. Topics include analysis of income statements, balance sheets, flow of funds, risk, obtaining and spreading statements, cash flow projections, capital accounts and financial ratios.

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.

BUS2220 - Global Business (3 credits)

This course will introduce the student to business operations surrounding global trade and identify interconnected issues. Businesses are increasingly challenged by multinational corporations, international trade policies, cultural and religious differences, environmental movements and human rights groups, which often play a leading role in defining and framing the global agenda. Understanding why nations do business with each other, how communication plays a vital role, what cultural features influence business practices, how competitive dynamics affect organizations and what legal considerations must be followed will prepare students for a rapidly-changing global economy.

DMKT2200 - Introduction to Digital Marketing (3 credits)

This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include web page design, analytics, search engine optimization (SEO), pay per click, email marketing, social media marketing and mobile marketing. This class prepares students for more advanced digital marketing courses.

Prerequisites:

ENGL1101 - College Writing (3 credits)

Meets MnTC Goal Area 1. This is an introductory writing course designed to prepare students for later college and career writing. The course focuses on developing fluency through a process approach, with particular emphasis on revision. Students will consider purpose and audience, read and discuss writing and further develop their own writing processes through successive revisions to produce polished drafts. Course work will include an introduction to argumentative writing, writing from academic sources and a short research project.

Prerequisites:

HRES1122 - Human Resource Management (3 credits)

This course is an introduction to the basic principles of human resource functions and services. It provides a background and understanding for further human resource courses.

MIS1100 - Business Computers (3 credits)

Students will utilize business computer software applications including word processing, spreadsheets, databases and presentation software to solve business problems, emphasizing professional design and organization. Additional topics include basic computer hardware, computer security and ethics, privacy concerns and professional communication standards.

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:

MKTG2410 - Management and Marketing and Sales Capstone (3 credits)

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:

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.

MKTG2290 - Management, Marketing and Sales Internship (3 credits)

This course is designed to provide students with a valuable work experience within a business environment. This career enrichment course is designed to integrate the coursework taken and contribute to the student's personal and/or professional career goals. Each internship is a faculty-approved, individualized experience designed with a training plan to meet the professional goals of the student. Emphasis is on providing a relevant work experience that is meaningful for the student and a benefit for the participating organization.

MKTG2292 - Supervised Occupational Experience (3 credits)

This class is designed to provide students with an opportunity to explore career paths in the business field while gaining practical work experience. Emphasis will be placed on tailoring the experience to enhance an individual student's professional and personal skills. This class is designed for maximum flexibility so the experience is meaningful for the student and of benefit to the participating business or organization. This experiential learning allows students to gain insight into one or more careers through job shadowing, service learning, volunteering, externships, event planning, work experience or a combination of these options. This class will include career exploration information as well as work experience to help students clarify their values, personal goals and career interests.

ENTR1100 - Introduction to Entrepreneurship (3 credits)

This course is designed to introduce students to the entrepreneurial process from conception to birth of a new venture. Students will examine elements in the entrepreneurial process - personal, sociological and environmental - that give birth to a new enterprise. Critical factors for starting a new enterprise such as alternative career prospects, family, friends, role models, the state of the economy and the availability of resources will be explored. Students will be introduced to practical tools they can use to further their careers in business, both in entrepreneurship and in more traditional company environments. This course simulates the experiences that entrepreneurs undergo in conceiving, launching and operating new businesses. The course enables students to evaluate an entrepreneurial career for themselves. In doing so, it provides aspiring entrepreneurs with a framework for selecting, funding and starting their own new ventures.

MKTG2236 - Small Business Management (3 credits)

This course provides a summary of many of the major issues faced by anyone starting a small business. The course teaches the fundamentals of small business management by blending basic management principles with tested and proven real world techniques for planning, organizing and operating a small business successfully. The course utilizes a variety of learning tools including the textbook, PowerPoint, lectures, written assignments, cases, websites and hands-on activities.

ECON2210 - Macroeconomics (3 credits)

This course provides the student with a means to study economic principles as they relate to determinants of national income, national income accounting, business cycles, unemployment, inflation and aggregate expenditures. The course also examines macroeconomic policy and provides information to gain further understanding in the areas of fiscal policy, financial markets, money and banking, monetary policy, international policy and the varying viewpoints that have evolved throughout history, including the Keynesian and Monetarist schools of thought.

ECON2222 - Microeconomics (3 credits)

Microeconomics stresses the concepts of scarcity, production possibilities, supply and demand curves, elastic and inelastic goods and services, competition, monopolies, oligopolies, poverty and income distribution in the United States. In general, microeconomics examines the functioning of individual industries and the behavior of the individual.

COMM1120 - Introduction to Public Speaking (3 credits)

Meets MnTC Goal Area 1. This course clarifies the process of oral communication, clarifies the basic principles of public speaking and allows the student to increase the application of these principles while both speaking and listening.

COMM1130 - Small Group Communication (3 credits)
Meets MnTC Goal Areas 1 and 2. This course focuses on communication issues in small groups and the importance of small group work in business today. An emphasis will be placed on improving communication skills for successful teamwork, group cohesiveness and the responsibility to group goals and tasks. Students will be provided with opportunities to build their group communication skills through practice.

COMM1140 - Interpersonal Communication (3 credits)
Meets MnTC Goal Area 1. This course will focus on improving students' abilities to communicate effectively in one-to-one dyadic encounters by providing experience-based instruction. Extensive in-class and out-of-class analyses allow the student to examine his/her own and others' informal social interactions. The long-term goal is for the student to apply interpersonal communication theories to daily interactions and draw his/her own conclusions about the effectiveness of interpersonal communication.



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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

