

SALES AND MARKETING

Students May Enroll To Take This Program Online Or Residentially

The program is designed to prepare students for entry-level employment as sales and marketing professionals, to introduce students to the process of marketing and sales strategy development, to provide skills for organizational management and to be successful as independent business owners. The required general education coursework supports the program-specific goals through presentation of communication and critical reasoning skills which are directly applicable to the sales and marketing student.

The goal of this program is to prepare graduates who are able to:

1. Prepare and present a business plan
2. Write and present a marketing plan
3. Apply best-practices customer service concepts
4. Explain basic business concepts
5. Demonstrate appropriate written and verbal communication skills
6. Evaluate the quality of multiple viewpoints, arguments, and evidence and distinguish between fact and opinion
7. Exhibit social responsibility and examine the diverse cultures and value systems of our global community

CORE REQUIREMENTS

Class #	Class Name	Credits
AC110	Accounting Principles I	4
BS110	Business Communication	4
BS150	Business Writing	4
CS111	Computer Information Systems	3
CS131	MS Office Professional I	3
MG100	Introduction to Business	5
MG110	Supervisory Management	4
MG125	Customer Service Strategies	3
MK101	Art of Selling	4
MK150	Marketing	4
MK200	Advertising and Promotion	3
MK210	Consumer Behavior	4
MK220	Sales Management	3
MK310	Marketing Strategy	4
MK320	Internet Marketing	4
PD250	Career Development	1
Electives approved through dean of students		4
Total Core Minimum Credit Requirement		61

GENERAL EDUCATION REQUIREMENTS

A student pursuing an associate's degree is required to earn a minimum of 30 credits from the general education courses listed below, demonstrating a solid grounding in the liberal arts. A minimum of three credits must be earned in each of the following disciplines: communications, humanities, natural science and mathematics and social science.

Class #	Class Name	Credits
COMMUNICATIONS		
CM111	Speech Communications	4
CM121	Composition (required)	4
CM200	Intercultural Communications	4
CM210	Creative Writing	4
CM220	Art of Persuasion	4
CM230	Mass Communication	4
CM320	Writing and Research	4
HUMANITIES		
HU100	Introduction to Humanities	4
HU121	Film in Society	4
HU130	Spanish I	4
HU150	Introduction to Literature	4
HU200	Art in the Modern World	4
HU230	Spanish II	4
HU310	The Novel	4
HU315	World Literature	4
NATURAL SCIENCE and MATHEMATICS		
^Students must complete either NS112 or NS116		
NS105	Biology	4
NS111	Environmental Issues	4
NS112	Topics in Mathematical Reasoning (required)^	4
NS116	College Algebra I (required)^	4
NS121	Earth Science	4
NS126	Chemistry Today*	4
NS135	Microbiology	4
NS140	Anatomy and Physiology I	4
NS150	Anatomy and Physiology II	4
NS216	College Algebra II	4
NS305	Statistics I	4
NS320	Introduction to Decision Systems	4
NS351	Statistics II	4
SOCIAL SCIENCE		
SS103	Global Citizenship (required)	2
SS116	Introduction to Psychology	4
SS130	Law in Society	4
SS140	Interpersonal Relations (required)	4
SS145	Introduction to Macroeconomics	4
SS200	Introduction to Microeconomics	4
SS205	Sociology	4
SS210	Developmental Psychology	4
SS230	Psychology of Personality	4
SS311	Human Behavior	4
SS331	International Economics	4
SS360	Abnormal Psychology	4
Total General Education Minimum Credit Requirement		30
Total Program Minimum Credit Requirement		91

Notes:
 Students may be required to complete Foundations of Mathematics I and/or II and Foundations of Writing I and/or II based upon competency exam scores.
 * Offered only at the Richfield, MN campus.