

Marketing AAS DEGREE

Program Overview

This program provides students with the fundamentals of marketing and business management. Practices and concepts will be explored relating to sales, promotions, public relations, retail sales and event planning. Students will develop marketing and communication plans that create value and develop long term customer relationships.

Career Opportunities

According to the U.S. Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, marketing and sales positions are projected to grow 10% from 2012-2022.

Program Outcomes

1. Graduates will have skills, knowledge and abilities in core business functions including accounting, marketing and management.
2. Graduates will have an understanding of how to market products and services and deliver customer value.
3. Graduates will have knowledge and skills to attract new customers and retain existing customers.
4. Graduates will have successfully mastered the general education required for work and life roles.

Transfer Opportunities

Saint Paul College has a transfer articulation agreement between the following program and post-secondary institutions for the baccalaureate degree programs listed below.

For more information please go to www.saintpaul.edu/Transfer.

Marketing AAS

- BS Marketing
Saint Mary's University-Twin Cities Campus
- BS Sales & Marketing
Saint Mary's University-Twin Cities Campus
- BA Individualized Studies
Metropolitan State University

Program Faculty

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Part-time/Full-time Options

This program can be completed by using a combination of day, evening, Saturday, and online courses. Part-time and full-time options are available; costs will vary depending on part-time or full-time enrollment.

Program Requirements

Check off when completed

Required Business Core Cr

Professional Component

- ACCT 2410 Financial Accounting 4
- BTEC 1421 Business Information Applications 1 . . . 3
- BUSN 1410 Introduction to Business 3
- BUSN 1449 Business Communications 3
- BUSN 2465 Business Ethics 3
- Required Business Core 16**

Course Cr

- BUSN 1441 Consumer Behavior 3
- BUSN 1444 Advertising and Promotional Strategies 3
- BUSN 1446 Sales and Account Management 3
- BUSN 1480 Business Career Resources 1
- BUSN 1490 E-Marketing 3
- BUSN 1492 Social Media Marketing 3
- BUSN 2110 Principles of Marketing 3
- BUSN 2450 Management Fundamentals 3
- BUSN 2472 Business Negotiation Skills 3
- HSPM 1440 Event Management and Planning 3
- Subtotal 28**

General Education/MnTC Requirements Cr

Refer to the Minnesota Transfer Curriculum Course List for each Goal Area

- Goal 1: Communication 7
ENGL 1711 Composition 1 – 4 cr
SPCH XXXX – 3 cr
- Goal 3 or Goal 4 3
Goal 3: Natural Sciences OR
Goal 4: Mathematical/Logical Reasoning
- Goal 5: History, Social Science, and Behavioral Sciences 3
ECON 1720 Macroeconomics – 3 cr OR
ECON 1730 Microeconomics – 3 cr
- Goal 6: Humanities and Fine Arts 3
- General Education Requirements 16**

Total Program Credits 60

Program Start Dates

Fall, Spring, Summer

Course Sequence

The course sequence listed on the back side of this guide is recommended for a full-time student; however, this sequence is not required. Contact Program Faculty with questions.

The following courses are not offered every semester.

Fall Semester Only

The following courses are offered fall semester only.
BUSN 1441 Consumer Behavior
BUSN 1490 E-Marketing

Spring Semester Only

The following courses are offered spring semester only.
BUSN 1444 Advertising and Promotion Strategies
BUSN 1446 Sales and Account Management
BUSN 1492 Social Media Marketing
HSPM 1440 Event Management and Planning

All other courses are offered both fall and spring semester.

See back of this guide for Course Sequence

Minimum Program Entry Requirements

Students entering this program must meet the following minimum program entry requirements:

Reading: Score of 78+ or grade of "C" or better in READ 0722

Writing: Score of 78+ or grade of "C" or better in ENGL 0922

Arithmetic: Score of 20+

Assessment Results and Prerequisites:

Students admitted into Saint Paul College programs may need to complete additional courses based on assessment results and course prerequisite requirements. Certain MATH, READ, and ENGL courses have additional prerequisites.

302A (7157)

*Information is subject to change.
This Program Requirements Guide is not a contract.*

The mission of the Business Department at Saint Paul College is to sustain the College mission by providing quality, lifelong business education supported by technology for a diverse, metropolitan student population.



Marketing AAS DEGREE *(continued)*

Course Sequence

The following sequence is recommended for a full-time student; however, this sequence is not required. Contact Program Faculty with questions.

Fall Semester

ACCT 2410 Financial Accounting	4
BTEC 1421 Business Info Applications 1.	3
BUSN 1410 Introduction to Business	3
BUSN 2110 Principles of Marketing	3
Goal 1: ENGL 1711 Composition 1.	4
Total Semester Credits.	17

Spring Semester

BUSN 1444 Advertising and Promotional Strategies	3
BUSN 1449 Business Communications	3
HSPM 1440 Event Management and Planning.	3
BUSN 1446 Sales and Account Management.	3
Goal 1: SPCH XXXX.	3
Total Semester Credits.	15

Fall Semester

BUSN 1441 Consumer Behavior	3
BUSN 1490 E-Marketing	3
BUSN 2450 Management Fundamentals	3
Goal 5: ECON 1720 Macroeconomics OR ECON 1730 Microeconomics.	3
Total Semester Credits.	12

Spring Semester

BUSN 1480 Business Career Resources	1
BUSN 2465 Business Ethics.	3
BUSN 2472 Business Negotiation Skills	3
BUSN 1492 Social Media Marketing.	3
Goal 3 or 4: Natural Sciences OR Mathematical/Logical Reasoning	3
Goal 6: Humanities and Fine Arts	3
Total Semester Credits.	16

Total Program Credits60