

## 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, sales, and customer service positions are projected to grow 5% from 2016-2026.

### Program Outcomes

1. Identify and communicate successful customer service practices.
2. Identify the value of long-term customer relationship and practices to create value for customers.
3. Demonstrate Personal Sales Techniques in traditional and nontraditional sales situations.
4. Evaluate market information through market research to make effective decisions.
5. Create specific promotional and communication strategies for products, services, ideas and images.
6. Analyze and select best digital, online and technology tools to connect and communicate with customers.

### Transfer Opportunities

Saint Paul College has transfer agreements & partnerships between many post-secondary institutions. For more information please go to [saintpaul.edu/Transfer](http://saintpaul.edu/Transfer).

### 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.

### 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

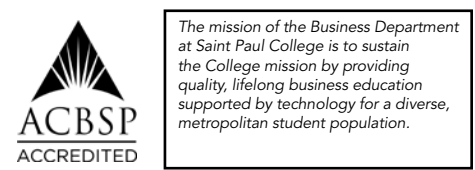
- BUSN 1441 Consumer Behavior. . . . . 3
- BUSN 1444 Advertising and Promotional Strategies. . . . . 3
- BUSN 1446 Sales and Account Management . . . . . 3
- BUSN 1480 Business Career Resources . . . . . 1
- BUSN 1490 E-Marketing . . . . . 3
- BUSN 1492 Social Media Marketing . . . . . 3
- BUSN 2110 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  
COMM 17XX – 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**



Accreditation Council for Business Schools and Programs

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

### 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 250+ or grade of "C" or better in READ 0722 or READ 0724 or EAPP 0900

**Writing:** Score of 250+ or grade of "C" or better in ENGL 0922 or EAPP 0900

**Arithmetic:** Score of 225+

#### 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.

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## 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.

#### First 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
<b>Total Semester Credits.</b> . . . . .	<b>17</b>

#### Second Semester

BUSN 1444 Advertising and Promotional Strategies (spring only) . . . . .	3
BUSN 1446 Sales and Account Management (spring only) . . . . .	3
BUSN 1449 Business Communications . . . . .	3
HSPM 1440 Event Management and Planning (spring only) . . . . .	3
Goal 1: COMM 17XX . . . . .	3
<b>Total Semester Credits.</b> . . . . .	<b>15</b>

#### Third Semester

BUSN 1441 Consumer Behavior (fall only) . . . . .	3
BUSN 1490 E-Marketing (fall only) . . . . .	3
BUSN 2450 Management Fundamentals . . . . .	3
Goal 5: ECON 1720 Macroeconomics OR ECON 1730 Microeconomics . . . . .	3
<b>Total Semester Credits.</b> . . . . .	<b>12</b>

#### Fourth Semester

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

<b>Total Program Credits</b> . . . . .	<b>60</b>
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