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 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 saintpaul.edu/Transfer.

Marketing AAS
BA Individualized Studies
Metropolitan State University
BA Business
Bethel University
BS Marketing
Saint Mary’s University, Twin Cities Campus
BS Sales & Marketing
Saint Mary’s University, Twin Cities Campus

Program Faculty
Craig Maus
 craig.maus@saintpaul.edu
651.846.1531

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
☐ BUSN 1410 Introduction to Business ............. 3
☐ BUSN 1449 Business Communications .......... 3
☐ BUSN 2445 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

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.

Accreditation Council for Business Schools and Programs

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.

See back of this guide for Course Sequence

Information is subject to change. This Program Requirements Guide is not a contract.
## 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
- **Total Semester Credits** .............................. 17

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

#### 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
- **Total Semester Credits** .............................. 12

#### 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
- **Total Semester Credits** .............................. 16

**Total Program Credits** .............................. 60