Program Requirements Guide 2019 - 2020

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. 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 demonstrate problem solving skills and integrate new ways of thinking and learning.

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
BS Marketing
Saint Mary's University, Twin Cities Campus
BS Sales & Marketing
Saint Mary's University, Twin Cities Campus

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

Professional Component
☐ ACCT 2410 Financial Accounting
☐ BTEC 1421 Business Information Applications 1
☐ BUSN 1410 Introduction to Business
☐ BUSN 1449 Business Communications
☐ BUSN 2465 Business Ethics

Required Business Core

Course

Cr

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

Subtotal

28

General Education/MnTC Requirements

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

Goal 1: Communication
ENGL 1711 Composition 1
COMM 17XX

Goal 2: Mathematics
MATH 17XX

Goal 3: Natural Sciences
ENGL 17XX

Goal 4: Social Science
HSPM 17XX

Goal 5: History, Social Science, and Behavioral Sciences

Goal 6: Humanities and Fine Arts

General Education Requirements

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.

Information is subject to change. This Program Requirements Guide is not a contract.
# 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 1449 Business Communications** ............. 3
- **HSPM 1440 Event Management and Planning** (spring only) .................................................. 3
- **BUSN 1446 Sales and Account Management** (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 C** .......... 3
  **ECON 1730 Microeconomics** ......................... 3

*Total Semester Credits* .................................... 12

## Fourth Semester
- **BUSN 1480 Business Career Resources** ............ 1
- **BUSN 2465 Business Ethics** .......................... 3
- **BUSN 2472 Business Negotiation Skills** ............ 3
- **BUSN 1492 Social Media Marketing** (spring only) .................................................. 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