

BUSINESS MARKETING

Delivery: Daytime and Online Classes
Start: Fall, Spring or Summer Session, Full- or Part-Time

Outcomes

Business Marketing A.S. Degree60 cr.
Business Marketing Specialist A.A.S. Degree60 cr.
Marketing Communications Specialist Certificate28 cr.

Major Description

Marketing Communications Specialist: This certificate provides knowledge of all general marketing concepts including strategic planning, consumer buying behavior, event planning, sales, e-marketing, public relations, global marketing, product and service development, advertising, promotions, logistics, and marketing research. Graduates are versed in determining strategic efforts to reach their markets, organizing events, coordinating the distribution of products, planning advertising and promotional campaigns, establishing strong web presence for their organizations, and researching to assist in market planning.

Business Marketing: This program provides knowledge of all general marketing concepts, as mentioned in the Marketing Communications Specialist certificate, along with management concepts, budgeting and accounting, strategic planning, business laws and ethics, and proposal writing. Graduates are versed in managing projects, determining strategies to reach their markets, coordinating the distribution of products, planning advertising and promotional campaigns, establishing strong web presence for their organizations, and researching to assist in market planning.

Work Environment

Often a key department to the success of any business, marketing professionals work to develop strategies to meet the overall goals of the organization. Marketers can have creative or project management positions within a department because both are needed to grow an organization. Professionals tend to work under deadlines set from managers, vendors, or themselves. Travel or relocation can be part of the job. However, improved technology continues to increase telecommuting from home offices, which along with teleconferencing, has reduced travel requirements.

Potential Job Titles

- Commercial Marketing Specialist
- Marketing Administrator
- Marketing Coordinator
- Brand Manager
- Business Development Specialist
- Media Planner
- Sales Manager
- Project Manager
- Sales Specialist
- Online Marketing Coordinator

Salary Data

- Average Wage: \$28.61/hour
- Top Earners: \$42.59/hour

BUSINESS MARKETING SPECIALIST - A.A.S. DEGREE

ACCT1000	Principles of Accounting I	4
MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC2000	Advertising Practices and Procedures	3
MKTC2060	Proposal Writing	1
MKTC2105	Marketing Communications Writing	3
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2506	Digital Marketing	3
MKTC2550	International Marketing	3
MKTC2600	Marketing Research	3
MKTC2710	Innovations in Marketing	2
MKTC2815	Business Law	3
MKTC2900	Portfolio and Interviewing	1
MKTC2970	Internship	3
	Technical Elective*	3
Total Credits		45

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
	Science or Math (MnTC Goal 3 or 4)	3
	General Education Electives**	6
Total Credits		15

TOTAL PROGRAM REQUIREMENTS 60

* Select Technical electives from the following subject areas: MKTC, BUSN, ENTR or ACCT with advisor approval.

** Select General Education electives from any MnTC goal area.

MARKETING COMMUNICATIONS SPECIALIST - CERTIFICATE

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC2000	Advertising Practices and Procedures	3
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2506	Digital Marketing	3
MKTC2600	Marketing Research	3
MKTC2710	Innovations in Marketing	2
MKTC2815	Business Law	3
MKTC2900	Portfolio and Interviewing	1
Total Credits		28
TOTAL PROGRAM REQUIREMENTS		28

BUSINESS MARKETING - A.S. DEGREE

This degree is designed for students wishing to transfer to a four-year institution to obtain an advanced degree.

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC2000	Advertising Practices and Procedures	3
MKTC2060	Proposal Writing	1
MKTC2105	Marketing Communications Writing	3
MKTC2310	Public Relations	3
MKTC2506	Digital Marketing	3
MKTC2600	Marketing Research	3
MKTC2710	Innovations in Marketing	2
MKTC2815	Business Law	3
Total Credits		30

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
	Math (MnTC Goal 4)	4
	Science (MnTC Goal 3)	3
	General Education Electives**	17
Total Credits		30

TOTAL PROGRAM REQUIREMENTS 60

** Students must complete a minimum of 17 elective credits from at least two of the following goal areas: Goal 2: Critical Thinking, Goal 5: History and the Social and Behavioral Sciences, Goal 6: Humanities and Fine Arts, Goal 8: Global Perspective, Goal 9: Ethical and Civic Responsibility, and Goal 10: People and the Environment.



DAKOTA COUNTY
TECHNICAL COLLEGE

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2014-2015 CATALOG