

BUSINESS MARKETING

Delivery: Daytime and Online Classes

Start: Fall, Spring or Summer Session, Full- or Part-Time

Outcomes

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

Marketing A.S. Degree60 cr.

Marketing Communications Specialist Certificate28 cr.

Major Description

Business Marketing Specialist: This degree 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.

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: \$33.71/hour
- Top Earners: \$52.36/hour

**BUSINESS MARKETING SPECIALIST -
A.A.S. DEGREE**

| | | |
|----------------------|---|-----------|
| ACCT1010 | 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 |
| MKTC2105 | Marketing Communications Writing | 3 |
| MKTC2310 | Public Relations | 3 |
| MKTC2506 | Digital Marketing | 3 |
| MKTC2507 | Digital Media Tools | 3 |
| MKTC2550 | International Marketing | 3 |
| MKTC2600 | Marketing Research | 3 |
| MKTC2815 | Business Law | 3 |
| MKTC2900 | Portfolio and Interviewing | 1 |
| MKTC2970 | Marketing Internship | 3 |
| BUSN1000 | Foundations of Management | 3 |
| | Technical Elective* | 1 |
| 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 (Any MnTC area) | 6 |
| Total Credits | | 15 |

TOTAL PROGRAM REQUIREMENTS 60

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

**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 |
| MKTC2105 | Marketing Communications Writing | 3 |
| MKTC2310 | Public Relations | 3 |
| MKTC2506 | Digital Marketing | 3 |
| MKTC2507 | Digital Media Tools | 3 |
| MKTC2600 | Marketing Research | 3 |
| MKTC2900 | Portfolio and Interviewing | 1 |
| Total Credits | | 28 |

TOTAL PROGRAM REQUIREMENTS 28

MARKETING - A.S. DEGREE

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

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|----------------------|---|-----------|
| MKTC1000 | Principles of Marketing | 3 |
| MKTC1100 | Fundamentals of Sales | 3 |
| MKTC1150 | Consumer and Professional Buying Behavior | 3 |
| MKTC2000 | Advertising Practices and Procedures | 3 |
| MKTC2105 | Marketing Communications Writing | 3 |
| MKTC2310 | Public Relations | 3 |
| MKTC2506 | Digital Marketing | 3 |
| MKTC2550 | International Marketing | 3 |
| MKTC2600 | Marketing Research | 3 |
| MKTC2815 | Business Law | 3 |
| Total Credits | | 30 |

General Education

| | | |
|----------------------|---|-----------|
| ENGL1150 | Composition I | 3 |
| SPEE1020 | Interpersonal Communication | 3 |
| MATS1300 | College Algebra | 4 |
| MATS1251 | Statistics | 4 |
| ECON1100 | Microeconomics | 3 |
| ECON1200 | Macroeconomics | 3 |
| | Science | 3-4 |
| | General Education Electives (Any MnTC area) | 6-7 |
| Total Credits | | 30 |

TOTAL PROGRAM REQUIREMENTS 60



DAKOTA COUNTY
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2017-2018 CATALOG