

MARKETING AND SALES

Delivery: Daytime or Online Program
 Start: Fall, Spring or Summer Semester, Full- or Part-Time
 Location: Apple Valley Site

Outcomes

Business Marketing A.S. Degree	60 credits
Business Marketing Specialist A.A.S. Degree	60 credits
Marketing and Communications Specialist Certificate	28 credits
Marketing Design Specialist A.A.S. Degree	60 credits
Marketing Design Specialist Diploma	46 credits
Sales Specialist Certificate	12 credits

Major Description

Marketing is a vast field with room for multitudes of professions. It is estimated that one-third of all Americans have marketing activities in their positions.

Business Marketing: This program provides skills delivered in the Marketing Communications Specialist certificate along with photography, management, budgeting and accounting, business communications, strategic planning and presentation skills.

Marketing Communications Specialist: This program delivers knowledge of general marketing concepts along with basic graphic design and photography. Graduates are versed in design software, Web site construction, preparation of news releases, and organization of publicity events and press conferences.

Marketing Design Specialist: This program delivers knowledge of all general marketing concepts along with basic graphic design and photography. Graduates are versed in graphic design software, Web site construction, preparation of news releases, and organization of publicity events and press conferences.

Sales Specialist: This certificate gives students the skills associated with direct promotion of products and services to potential customers. Training includes basic sales, professional and management sales techniques, essentials of marketing, sales organization and operations, customer relations, professional standards and ethics, and consumer buying behavior.

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 analytical positions within a department because both are needed to grow an organization. Professionals tend to work under deadlines set from managers, vendors, or themselves."

Potential Job Titles

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

Salary Data *(salary.com)*

- Median wage (U.S.): \$49,466/year
- 75th percentile (U.S.): \$57,878/year

BUSINESS MARKETING – A.S. DEGREE

Pending MnSCU Board Approval

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

Fall Semester – First Year

Course#	Course Title	Credits
MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
COML1400	Introduction to Computers	3
	General Education Elective (MnTC Goal 3)**	3
Total Credits		15

Spring Semester – First Year

Course#	Course Title	Credits
MKTC2000	Advertising Practices and Procedures	3
MKTC2060	Proposal Writing	1
MKTC2105	Marketing Communications Writing	3
MKTC2215	Marketing Promotions	2
ENGL1100	Writing and Research Skills	3
	General Education Elective (MnTC Goal 4)**	4
Total Credits		16

Fall Semester – Second Year

Course#	Course Title	Credits
MKTC2310	Public Relations	3
MKTC2505	E-Marketing	3
SPEE1020	Interpersonal Communication	3
	General Education Elective**	7
Total Credits		16

Spring Semester – Second Year

Course#	Course Title	Credits
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
	General Education Electives**	7
Total Credits		13

TOTAL PROGRAM REQUIREMENTS 60

This is a sample course sequence resulting in an A.S. degree. Please consult your program advisor regarding your academic plans.

** Technical electives may be selected from the following subject areas: MKTC, SMGT, ACCT and ENTR.*

*** See General Education A.S. degree requirements on page 115 in the college catalog.*

BUSINESS MARKETING SPECIALIST – A.A.S. DEGREE*Pending MnSCU Board Approval***Fall Semester – First Year**

Course#	Course Title	Credits
MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
COML1400	Introduction to Computers	3
SPEE1020	Interpersonal Communication	3
Total Credits		15

Spring Semester – First Year

Course#	Course Title	Credits
ACCT1000	Accounting I	4
MKTC2000	Advertising Practices and Procedures	3
MKTC2060	Proposal Writing	1
MKTC2105	Marketing Communications Writing	3
MKTC2215	Marketing Promotions	2
ENGL1100	Writing and Research Skills	3
Total Credits		16

Fall Semester – Second Year

Course#	Course Title	Credits
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2505	E-Marketing	3
MKTC2550	International Marketing	3
	Technical Elective*	3
	General Education Elective (MnTC Goal 3 or 4)**	3
Total Credits		16

Spring Semester – Second Year

Course#	Course Title	Credits
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
MKTC2900	Portfolio and Interviewing	1
MKTC2970	Internship	3
	General Education Elective **	3
Total Credits		13

TOTAL PROGRAM REQUIREMENTS 60

*This is a sample course sequence resulting in an A.A.S. degree.
Please consult your program advisor regarding your academic plans.*

** Technical electives may be selected from the following subject areas:
MKTC, SMGT, ACCT and ENTR.*

*** Select General Education electives from any MnTC goal area.
See pages 116-118 in the college catalog.*

MARKETING COMMUNICATIONS SPECIALIST – CERTIFICATE**Fall Semester – First Year**

Course#	Course Title	Credits
MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC2000	Advertising Practices and Procedures	3
MKTC2215	Marketing Promotions	2
Total Credits		14

Spring Semester – First Year

Course#	Course Title	Credits
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2505	E-Marketing	3
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
MKTC2970	Internship	1
Total Credits		14

TOTAL PROGRAM REQUIREMENTS 28

*This is a sample course sequence resulting in a certificate.
Please consult your program advisor regarding your academic plans.*

MARKETING DESIGN SPECIALIST – A.A.S. DEGREE

Pending MnSCU Board Approval

Fall Semester – First Year

Course#	Course Title	Credits
MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
VCOM1010	Introduction to Photoshop	2
SPEE1020	Interpersonal Communication	3
Total Credits		14

Spring Semester – First Year

Course#	Course Title	Credits
MKTC2000	Advertising Practices and Procedures	3
MKTC2105	Marketing Communications Writing	3
MKTC2215	Marketing Promotions	2
VCOM1430	Introduction to InDesign	2
COML1400	Introduction to Computers	3
ENGL1100	Writing and Research Skills	3
Total Credits		16

Fall Semester – Second Year

Course#	Course Title	Credits
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2505	E-Marketing	3
MKTC2550	International Marketing	3
VCOM1410	Introduction to Illustrator	2
	General Education Elective (MnTC Goal 3 or 4)**	3
Total Credits		15

Spring Semester – Second Year

Course#	Course Title	Credits
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
MKTC2900	Portfolio and Interviewing	1
MKTC2970	Internship	3
VCOM2685	Web Page Construction I	2
	General Education Elective**	3
Total Credits		15

TOTAL PROGRAM REQUIREMENTS 60

*This is a sample course sequence resulting in an A.A.S. degree.
Please consult your program advisor regarding your academic plans.*

*** Select General Education electives from any MnTC goal area.
See pages 116-118 in the college catalog.*

MARKETING DESIGN SPECIALIST – DIPLOMA

Pending MnSCU Board Approval

Fall Semester – First Year

Course#	Course Title	Credits
MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC2000	Advertising Practices and Procedures	3
VCOM1010	Introduction to Photoshop	2
Total Credits		14

Spring Semester – First Year

Course#	Course Title	Credits
MKTC2215	Marketing Promotions	2
MKTC2310	Public Relations	3
MKTC2410	Marketing Visual Communications	1
MKTC2505	E-Marketing	3
VCOM1430	Introduction to InDesign	2
VCOM1435	Proofreading Fundamentals	1
SPEE1020	Interpersonal Communication	3
Total Credits		15

Fall Semester – Second Year

Course#	Course Title	Credits
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
MKTC2970	Internship	1
VCOM1410	Introduction to Illustrator	2
VCOM2685	Web Page Construction I	2
COML1400	Introduction to Computers	3
ENGL1100	Writing and Research Skills (or ENGL1102)	3
Total Credits		17

TOTAL PROGRAM REQUIREMENTS 46

*This is a sample course sequence resulting in a diploma.
Please consult your program advisor regarding your academic plans.*

SALES SPECIALIST – CERTIFICATE

Fall Semester – First Year

Course#	Course Title	Credits
MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC1200	Professional Sales	3
Total Credits		12

TOTAL PROGRAM REQUIREMENTS 12

*This is a sample course sequence resulting in a certificate.
Please consult your program advisor regarding your academic plans.*