

# BUSINESS

## MARKETING

**Delivery:** Daytime and Online Classes

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

### AWARDS

Marketing A.S. Degree . . . . . 60 cr.

### MAJOR DESCRIPTION

Marketing professionals use their attention to detail and communication skills to create marketing messages that address their customer needs through various communication methods. Marketers develop strategies to benefit both internal audiences and external customers. Their ability to work in fast-paced environment, deadline-oriented environments is due to marketers being independent thinkers. This program provides knowledge of all general marketing concepts, along with managing projects, determining strategies to reach markets, coordinating the distribution of products, planning advertising and promotional campaigns, creating digital strategies to establish a strong web presence, analyzing data, 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. Professionals tend to work under deadlines set from managers, vendors or themselves. The role of a marketer can encompass creative, analytical, digital and administrative responsibilities which vary depending on the type and size of their employer. Travel or relocation can be part of the job. However, improved technology continues to increase telecommuting from home offices.

### POTENTIAL JOB TITLES

- Advertising Specialist
- Brand Specialist
- Content Marketer
- Data Analyst
- Digital Marketer
- Global Sales Specialist
- Media Planner
- Marketing Analyst
- Marketing Project Manager

### SALARY DATA

See latest data at [careerwise.minnstate.edu](http://careerwise.minnstate.edu).

- Average Wage: \$37.98/hour
- Top Earners: \$58.98/hour

### MARKETING

#### A.S. DEGREE

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

#### Required Curriculum 30 cr

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
MKTC2506	Digital Marketing . . . . .	3
MKTC2550	International Marketing . . . . .	3
MKTC2600	Marketing Research . . . . .	3
MKTC2605	Marketing Analytics . . . . .	3
MKTC2815	Business Law . . . . .	3

#### General Education 30 cr

ECON1100	Microeconomics . . . . .	3
ECON1200	Macroeconomics . . . . .	3
ENGL1150	Composition I . . . . .	3
MATS1251	Statistics . . . . .	4
MATS1300	College Algebra . . . . .	4
SPEE1020	Interpersonal Communication . . . . .	3
	General Elective (MnTC Goal 3) . . . . .	3
	General Electives (any MnTC area) . . . . .	7

**TOTAL PROGRAM REQUIREMENTS 60**



**DAKOTA COUNTY**  
**TECHNICAL COLLEGE**

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