

BUSINESS

MARKETING

Delivery: Daytime and Online Classes

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

OUTCOMES

Marketing A.S. Degree60 cr.

MAJOR DESCRIPTION

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

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
MKTC2310	Public Relations	3
MKTC2506	Digital Marketing	3
MKTC2550	International Marketing	3
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3

General Education

30 cr

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
MATS1300	College Algebra	4
MATS1251	Statistics	4
ECON1100	Microeconomics	3
ECON1200	Macroeconomics	3
	Science Elective	3-4
	General Electives (any MnTC area)	6-7

TOTAL PROGRAM REQUIREMENTS 60



DAKOTA COUNTY
TECHNICAL COLLEGE

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