

BUSINESS

MARKETING

Delivery: Fully online

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.

AWARDS

The Marketing program at DCTC is ranked #3 nationally on 20 Best Online Associates in Marketing Degree Programs by Best Marketing Degrees (BMD).



The Principles of Marketing course (MKTC 1000) has earned the Quality Matters (QM) Certification Mark following a rigorous review process.

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.

- Average Wage: \$34.61/hour
- Top Earners: \$51.23/hour

MARKETING

A.S. DEGREE

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

First Year - Fall Semester **15**

MKTC1000	Principles of Marketing.....	3
MKTC1100	Fundamentals of Sales	3
MKTC2105	Marketing Communications Writing	3
COMS1020	Interpersonal Communication.....	3
ENGL1150	Composition I.....	3

First Year - Spring Semester **16**

MKTC1150	Consumer & Professional Buying Behavior.....	3
MKTC2000	Advertising Practices & Procedures	3
MATS1300	College Algebra.....	4
	General Elective (MnTC Goal 3)	3
	General Elective (any MnTC area)	3

Second Year - Fall Semester **16**

MKTC2506	Digital Marketing.....	3
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
ECON1100	Microeconomics	3
MATS1251	Statistics.....	4

Second Year - Spring Semester **13**

MKTC2550	International Marketing.....	3
MKTC2605	Data Analytics.....	3
ECON1200	Macroeconomics.....	3
	General Electives (any MnTC area)	4

TOTAL PROGRAM REQUIREMENTS 60



DAKOTA COUNTY
TECHNICAL COLLEGE

A member of Minnesota State

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DCTC IS AN AFFIRMATIVE ACTION, EQUAL OPPORTUNITY EMPLOYER/EDUCATOR.

This information is available in an alternate format by calling 651-423-8469 or TTY/Minnesota Relay at 1-800-627-3529.