



**South Central College
Program Design**

AAS 2284/3272 Marketing Management

Program Information

Instructional Level Associate Degree

Career Cluster Business Management and Administration

Description

The Associate of Applied Science Marketing Management degree is designed to prepare individuals for employment in marketing, sales management, and retail management fields. Learners will explore current practices and acquire knowledge in marketing fundamentals, management, sales, retail operations, managing human resources, sales force management, managing a sales business for profitability, and new applications in the art of selling. Learners are required to participate in a business and industry internship in positions including customer services, sales, retailing, marketing, and advertising to reinforce newly acquired skills. In addition, the program requires Arts & Sciences courses designed to provide an understanding of the culture and environment in which we live. Advisors will work with students in developing a program of study, encouraging timely program completion. After completing an A.A.S. Degree in Marketing, graduates can transfer their program credits toward a Bachelor of Applied Science Degree in Marketing from Southwest Minnesota State University. Courses are offered at South Central in multiple modes, including ITV and online. See an advisor for program requirements.

Program Admission Dates (Fall and/or Spring)

Fall and Spring

Program Location (North Mankato and/or Faribault)

North Mankato and Faribault

Program Student Learning Outcomes

- 1 Apply knowledge of marketing concepts.
- 2 Demonstrate sales skills.
- 3 Apply concepts in management.
- 4 Demonstrate knowledge of business process and organization.

Program Configurations

Fall or Spring Start

Credits

Technical Course	38
Arts & Sciences	22
Total Credits	60

Semester One - Year One

Course #	Course Title	Credits	Function
MKT 1800	Introduction to Sales	3	Technical Course
MKT 1820	Introduction to Business	3	Technical Course
MKT 1900	Principles of Management	3	Technical Course
MKT 1830	Customer Service	3	Technical Course
OTEC 1001	Computer Software for College	2	Technical Course

Semester Two - Year One

Course #	Course Title	Credits	Function
MKT 1810	Principles of Marketing	3	Technical Course
MKT 1930	Human Resource Management	3	Technical Course
MKT 1910	Entrepreneurship	3	Technical Course
ENGL 100	Composition	4	Arts & Sciences
COMM 110	Public Speaking	3	Arts & Sciences

Semester Three - Year Two

Course #	Course Title	Credits	Function
MKT 1840	Principles of Advertising	3	Technical Course
MKT 1817	Internship	3	Technical Course
LAS Elective	Liberal Arts - Elective Course	4	Arts & Sciences
COMM 130 or COMM 140	Intercultural Communication or Interpersonal Communication	3	Arts & Sciences
MKT 1920	Marketing Research	3	Technical Course

Semester Four - Year Two

Course #	Course Title	Credits	Function
MKT 1940	Leadership Strategies	3	Technical Course
MKT2817	Internship	3	Technical Course
LAS Elective	Liberal Arts - Elective Course	4	Arts & Sciences
COMM 150	Introduction to Mass Communication	4	Arts & Sciences

Program Course List

Number	Title	Credits	Pre/Corequisites
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MKT 1800	Introduction to Sales	3	
MKT 1810	Principles of Marketing	3	None
MKT 1820	Introduction to Business	3	None
MKT 1830	Customer Service	3	None
MKT 1840	Principles of Advertising	3	none
MKT 1900	Principles of Management	3	
MKT 1910	Entrepreneurship	3	NONE
MKT 1930	Human Resource Management	3	None
MKT 1940	Leadership Strategies	3	
MKT2817	Internship	3	
COMM 110	Public Speaking	3	Score of 86 on the Sentence Skills portion of the Accuplacer or ENGL 0090 with a C or higher.
COMM 150	Introduction to Mass Communication	4	Accuplacer Reading Comprehension Score of 78 or above or completion of READ 0090
ENGL 100	Composition	4	Next-Generation Accuplacer Reading minimum score of 250 (Classic Accuplacer, minimum of 75) or completion of READ 0090 or EAP 0095 with a C (2.0) or higher.
OTEC 1001	Computer Software for College	2	None