



**South Central College
Program Design**

CERT - 2141/3141 Small Business Management - Marketing Certificate

Program Information

Instructional Level Certificate

Career Cluster Business Management and Administration

Description

Learners in the Small Business Management program must be actively engaged in the ownership, management or operation of a small business, or the start-up of a business. The purpose of the program is to develop the skill set of the owner and/or manager in order to organize resources that maximize the potential for meeting business and personal goals. The program emphasizes planning, record keeping, marketing, financial and human resource management. This is a three-year part-time program with online classes that also feature both group instruction & one-on-one mentoring.

Program Admission Dates (Fall and/or Spring)

Fall, Spring, and Summer

Program Location (North Mankato and/or Faribault)

Faribault and North Mankato

Program Course List

Number	Title	Credits	Pre/Corequisites
SBMT 1110	Organizational Planning	2	None
SBMT 1120	Business Systems	3	
SBMT 1310	Marketing Systems	2	
SBMT 1320	Marketing Management	2	
SBMT 2330	SBM Sales and Marketing Analysis	2	SBMT1310
SBMT 2331	SBM Marketing Research	1	
SBMT 2332	SBM E-Business Sales	2	
SBMT 2333	SBM Customer Information Systems	1	SBMT1310
SBMT 2334	SBM Customer Service I	2	