



South Central College Program Design

DIP 3273 Marketing Management Diploma

Program Information

Instructional Level Technical Diploma

Career Cluster Business Management and Administration

Description

The Marketing Management Diploma is designed to prepare individuals for employment in sales and marketing related positions requiring entry-level skills and knowledge necessary to perform typical job functions. Individuals seeking opportunities to upgrade present skills will also benefit from the diploma. Courses will cover the fundamentals of marketing, management, sales, retail operations, managing human resources, the art of selling, and entrepreneurship. Business and industry internships are required, with positions concentrating in a variety of areas including sales, customer service, retailing, advertising, and marketing. Liberal Arts & Sciences courses in public speaking and composition are required. Academic advisors will assist learners in choosing additional coursework for the diploma.

Program Admission Dates (Fall and/or Spring)

Fall and Spring Semester

Program Location (North Mankato and/or Faribault)

Offered on the North Mankato Campus

Program Course List

Number	Title	Credits	Pre/Corequisites
COMM 110	Public Speaking	3	Score of 86 on the Sentence Skills portion of the Accuplacer or ENGL 0090 with a C or higher.
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.
MGT 2810	Retail Management	3	None
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 1850	Professional Development I	1	none
MKT 1900	Principles of Management	3	
MKT 1910	Entrepreneurship	3	NONE
MKT 1930	Human Resource Management	3	None
MKT 1940	Leadership Strategies	3	
MKT 1940-	Leadership Strategies	3	
MKT 2817	Internship	3	
MKT2817	Internship		
MKT2817	Internship	3	