

**BUSINESS MANAGEMENT – MARKETING  
Associate in Applied Science Degree**

**I. General Education Requirements..... 20 Credits**  
Minnesota Transfer Curriculum (MNTC) general education credits must selected from each of the following approved MNTC Goal areas listed below.

**Goal 1: Written and Oral Communication (CM) ..... 7 cr**  
ENGL 1117\*, Reading and Writing Critically I, 4 cr  
SPCH 1114, Fundamentals of Public Speaking **OR** SPCH 1130, Interpersonal Communication, 3 Cr

**Goal 2: Critical Thinking (CT) MAY BE MET BY ANY COURSE IN MNTC 1-10 GOALS**

**Goal 3: Natural Sciences (NS)..... 3 cr**  
Science must include one lab course in Biology, Chemistry, Earth Science or Physics

**OR**

**Goal 4: Mathematics/Logical Reasoning (MA) ..... 3 cr**  
Mathematics must be 1111 college level or above

**Goal 5: History and the Social and Behavioral Sciences (SS) ..... 3 cr**  
ECON 1101\*, Introduction to Economics

**Goal 6: Humanities – the Arts, Literature, and Philosophy (HA) ..... 3 cr**  
Electives from Art, English Literature\*, Foreign Culture, Humanities\*, Journalism, Music, Philosophy\*, Speech/Theater

**Additional General Education Requirements ..... 4 cr**  
Students may choose additional elective credits from Goals 1-10 to meet the general education requirements.

**\*Honors equivalents available**

**II. Business Core Requirements ..... 19 Credits**

BUS 1101	Introduction to Business	3 cr
BUS 2101	Personal Finance	3 cr
BUS 2150	Introduction to International Business	3 cr
ACCT 2217 <b>or</b>	Financial Accounting	4 cr
ACCT 1810	Applied Principles of Accounting I	4 cr
BTEC 2220	Business Communications	3 cr
BTEC 2350	Microcomputer Applications	3 cr

**III. Marketing Emphasis .....15-18 Credits**

BUS 2144	Introduction to E-Business	3 cr
BUS 2201	Principles of Marketing	3 cr
BUS 2215	Salesmanship	<b>3 cr</b>
BUS 2214	Retailing	3 cr
BUS 2290	Current Topics in Business	1-4 cr
JOUR 1132	Principles of Advertising	3 cr

**IV. Health and Human Performance ..... 3 Credits**

Any combination of Health courses (numbered 1102, 1109, 1110, 1111, 1114, 1132, 1135, 2126) and/or Physical Education Courses (numbered 1100-1199).  
1 credit may be from Varsity Athletics, (PHED 1210 – 1236; 2210 – 2236).

**V. Open Electives .....4-7 Credits**

For more information contact:  
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Or find us on the internet at [www.roch.edu/rctc](http://www.roch.edu/rctc)

**TOTAL CREDITS ..... 64 Credits**

**Purpose:** This program is designed for students who wish to balance General Education with business-related courses. The program focuses on preparing for careers in sales, advertising, retailing, wholesaling and related fields.

**Business Management-Marketing Emphasis, Suggested Program Guide**

**Semester I**

ENGL 1117 or 1917           4 cr  
Health/Phys Ed               3 cr  
ECON 1101 or 1901         3 cr  
Math or Science Elective   3 cr  
BUS 1101                     3 cr

**Semester III**

ACCT 2217 or ACCT 1810   4 cr  
BTEC 2220                   3 cr  
BUS 2144                     3 cr  
BUS 2214                     3 cr  
BUS 2150                     3 cr

**Semester II**

SPCH 1114 **OR** SPCH 1130   3 cr  
General Education Elective   4 cr  
BUS 2101                     3 cr  
BUS 2201                     3 cr  
BTEC 2350                   3 cr

**Semester IV**

BUS 2215                     3 cr  
BUS 2290                     1 cr  
Humanities & Fine Arts Elective 3 cr  
JOUR 1132                   3 cr  
Open Electives               7 cr

Implementation: Fall 2007  
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Reviewed: 11/2007

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