

# RCTC PROGRAM PLAN

## BUSINESS MANAGEMENT - MARKETING

Associate of Applied Science

### I. MINNESOTA TRANSFER CURRICULUM (MnTC)/

**GENERAL EDUCATION REQUIREMENTS.....15 CREDITS**

**GOAL 1: WRITTEN AND ORAL COMMUNICATION .....4 CR**

ENGL 1117, Reading and Writing Critically I, 4 cr

**GOAL 3: NATURAL SCIENCES .....3 CR**

MnTC Goal 3 course with a laboratory

**OR**

**GOAL 4: MATHEMATICS/LOGICAL REASONING.....3 CR**

Mathematics must be MATH 1111 college level or above

**GOAL 5: HISTORY AND THE SOCIAL AND BEHAVIORIAL SCIENCES .....3 CR**

ECON 1101, Introduction to Economics, 3 cr

**GOAL 6: HUMANITIES - THE ARTS, LITERATURE AND PHILOSOPHY .....3 CR**

Credits from MnTC Goal 6

**ADDITIONAL GENERAL EDUCATION REQUIREMENTS.....2 CR**

Students may choose additional elective credits from MnTC Goals 1-10 to meet the general education requirements.

### II. PROGRAM CORE REQUIREMENTS.....22 CREDITS

ACCT 2217, Financial Accounting, 4 cr

ACCT 2234, Computerized Accounting and Business Applications, 3 cr

BUS 1101, Introduction to Business, 3 cr

BUS 2101, Personal Finance, 3 cr

BUS 2150, Global Business, 3 cr

BUS 2232, Principles of Management, 3 cr

BUS 2235, Organizational Dynamics, 3 cr

### III. MARKETING DIGITAL MANAGEMENT EMPHASIS.....16 CREDITS

BUS 2201, Principles of Marketing, 3 cr

BUS 2202, Consumer Promotions & Digital Marketing, 3 cr

BUS 2143, Social Media Management Strategies, 3 cr

BUS 2144, E-Business Management 3 cr

BUS 2508, Sales Management & Analytics 3 cr

BUS 2290, Current Topics in Business, 1 cr

### IV. BUSINESS ELECTIVES.....7 CREDITS

(Select any ACCT, BUS, ECON courses)

**TOTAL .....60 CREDITS**

# RCTC PROGRAM PLAN

## **PROGRAM OUTCOMES:**

Upon completion of the Business Management – Marketing program at RCTC, students will achieve the following outcomes:

- **Strategic Thinking:** Recognize accounting, economic, marketing and business opportunities/challenges and develop strategies to address them.
- **Data Informed Decision Making:** Apply critical thinking skills and technology to formulate viable solutions to organizational issues.
- **Global Perspective:** Identify domestic, international, cultural, political, and economic issues present in today's work environment.
- **Ethical & Social Responsibility:** Translate ethical and social responsibility concepts into responsible decision-making in a business environment.
- **Organizational Dynamics:** Identify and analyze factors that influence organizational dynamics including teamwork, leadership, communication, and interpersonal skills.
- Apply marketing concepts, pricing, product development, consumer behavior, and distribution channels in designing an effective marketing plan.
- Demonstrate a working knowledge of business-to-business sales management and digital marketing.
- Identify key e-business concepts needed to create a new business or take an existing business online.
- Explain, analyze, and develop a cohesive consumer promotional plan and program implementation.
- Develop an organizational social media strategy plan.

## **ADDITIONAL NOTES:**

**PURPOSE:** The program is designed for students who wish to balance General Education with business-related courses. The program focuses on preparing for careers in sales, promotions, digital management and related fields.

Revised: 10/12/2021

Implementation: Fall 2020