

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 COMMUNICATION4 CR

ENGL 1117, Reading and Writing Critically I, 4 cr

GOAL 3: NATURAL SCIENCES3 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 SCIENCES3 CR

ECON 1101, Introduction to Economics, 3 cr

GOAL 6: HUMANITIES - THE ARTS, LITERATURE AND PHILOSOPHY3 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.....26 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 2212, Business and Economic Statistics, 4 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, Business Analytics and Data Visualization, 3 cr

BUS 2290, Current Topics in Business, 1 cr

IV. BUSINESS ELECTIVES.....3 CREDITS

(Select any ACCT, BUS, ECON courses)

TOTAL60 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 skills in strategic planning and digital marketing using data analytics tools and techniques including Google Analytics for forecasting and performance measurement.
- 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: 2/11/2025

Implementation: Fall 2025