

BUSINESS MANAGEMENT AAS - MARKETING

Purpose: The Business Management program is designed to provide an overview of the practical and theoretical knowledge needed to help manage organizations. The program is designed to provide opportunities for students to implement and test the skills they learn specifically within the marketing industry.

Award

Business Management AAS – Marketing.....60 credits total
Business Program curriculum..... 45 credits
MnTC curriculum/General Education..... 15 credits

****This program is available fully on-line.***

RECOMMENDED FULL-TIME COURSE SEQUENCE			
<i>Not all courses are scheduled every semester. See course schedule: https://eservices.minnstate.edu/registration/search/basic.html?campusid=306.</i>			
Semester 1 ENG1117 Reading & Writing Critically (Goal 1) 4 cr MnTC Goal 3 with lab/MATH 1111 3 cr ECON 1101 Intro to Economics 3 cr BUS 1101 Intro to Business 3 cr MnTC Goal 1-10 2 cr Total Credits 15		Semester 2 ACCT2217 Financial Accounting 4 cr BUS 2101 Personal Finance 3 cr BUS 2150 Intro to International Business 3 cr Any ACCT/BUS/ECON 3 cr BUS 2232 Principles of Management 3 cr Total Credits 16	
Semester 3 BUS 2201 Principles of Marketing 3 cr BUS 2235 Organizational Dynamics 3 cr BUS 2143 Social Media Mngmt Strategies 3 cr BUS 2508 Sales Management & Analytics 3 cr BUS 2202 Consumer Promo & Digital Marketing 3 cr Total Credits 15		Semester 4 BUS 2144 E-Business Management 3 cr BUS 2290 Business Topics 1 cr ACCT 2234 Computerized Acct & Business App 3 cr MnTC Goal 6 3 cr Any ACCT/BUS/ECON 4 cr Total Credits 14	
RECOMMENDED PART-TIME COURSE SEQUENCE			
<i>Not all courses are scheduled every semester. See course schedule: https://eservices.minnstate.edu/registration/search/basic.html?campusid=306.</i>			
Semester 1 ENG1117 Reading & Writing Critically (Goal 1) 4 cr MnTC Goal 3 with lab/MATH 1111 3 cr Total Credits 7		Semester 2 ECON 1101 Intro to Economics 3 cr BUS 1101 Intro to Business 3 cr Total Credits 6	
Semester 3 MnTC Goal 1-10 2 cr ACCT2217 Financial Accounting 4 cr Total Credits 6		Semester 4 BUS 2101 Personal Finance 3 cr BUS 2150 Intro to International Business 3 cr Total Credits 6	
Semester 5 Any ACCT/BUS/ECON 3 cr BUS 2232 Principles of Management 3 cr Total Credits 6		Semester 6 BUS 2201 Principles of Marketing 3 cr BUS 2235 Organizational Dynamics 3 cr Total Credits 6	
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Semester 7 BUS 2143 Social Media Mngmt Strategies BUS 2508 Sales Management & Analytics Total Credits	3 cr 3 cr 6	Semester 8 BUS 2202 Consumer Promo. & Digital Marketing BUS 2144 E-Business Management Total Credits	3 cr 3 cr 6
Semester 9 BUS 2290 Business Topics ACCT 2234 Computerized Acct & Business App Total Credits	1 cr 3 cr 4	Semester 10 MnTC Goal 6 Any ACCT/BUS/ECON Total Credits	3 cr 4 cr 7

Course descriptions can be found at: <https://www.rctc.edu/academics/courses/course-descriptions>.