## **BUSINESS MANAGEMENT AAS - MARKETING**

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

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





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**Total Credits** 

**Total Credits** 

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Semester 7		Semester 8	
BUS 2143 Social Media Mngmt Strategies	3 cr	BUS 2202 Consumer Promo. & Digital Marketing	
BUS 2508 Sales Management & Analytics	3 cr	BUS 2144 E-Business Management	3 cr
Total Credits	6	Total Credits	6
Semester 9		Semester 10	
BUS 2290 Business Topics	1 cr	MnTC Goal 6	3 cr
ACCT 2234 Computerized Acct & Business App	3 cr	Any ACCT/BUS/ECON	4 cr
Total Credits	4	Total Credits	7

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



