

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			
Not all courses are scheduled every semester. See course schedule: https://eservices.minnstate.edu/registration/search/basic.html?campusid=306 .			
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 ACCT 2234 Computerized Acct & Business App 3 cr BUS 2101 Personal Finance 3 cr BUS 2150 Intro to International Business 3 cr BUS 2143 Social Media Management Strategies 3 cr BUS 2201 Principles of Marketing 3 cr Total Credits 15	
Semester 3 ACCT 2217 Financial Accounting 4 cr BUS 2212 Business and Economic Statistics 4 cr BUS 2232 Principles of Management 3 cr BUS 2290 Business Topics 1 cr BUS 2508 Business Analytics & Data Visualization 3 cr Total Credits 15		Semester 4 BUS 2144 E-Business Management 3 cr BUS 2202 Consumer Promo & Digital Marketing 3 cr BUS 2235 Organizational Dynamics 3 cr MnTC Goal 6 3 cr Any ACCT/BUS/ECON 3 cr Total Credits 15	
RECOMMENDED PART-TIME COURSE SEQUENCE			
Not all courses are scheduled every semester. See course schedule: https://eservices.minnstate.edu/registration/search/basic.html?campusid=306 .			
Semester 1 ENG1117 Reading & Writing Critically (Goal 1) 4 cr BUS 1101 Intro to Business 3 cr Total Credits 7		Semester 2 ECON 1101 Intro to Economics 3 cr MnTC Goal 3 with lab/MATH 1111 3 cr Total Credits 6	
Semester 3 BUS 2101 Personal Finance 3 cr BUS 2201 Principles of Marketing 3 cr Total Credits 6		Semester 4 ACCT 2234 Computerized Acct & Business App 3 cr BUS 2143 Social Media Management Strategies 3 cr BUS 2290 Business Topics 1 cr Total Credits 7	
Semester 5 BUS 2144 E-Business Management 3 cr BUS 2150 Global Business 3 cr Total Credits 6		Semester 6 BUS 2212 Business and Economic Statistics 4 cr BUS 2232 Principles of Management 3 cr Total Credits 7	
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Semester 7 ACCT 2217 Financial Accounting BUS 2508 Business Analytics & Data Visualization Total Credits	4 cr 3 cr 7	Semester 8 BUS 2202 Consumer Promo. & Digital Marketing BUS 2235 Organizational Dynamics Total Credits	3 cr 3 cr 6
Semester 9 Any ACCT/BUS/ECON MnTC Goal 1-10 MnTC Goal 6 Total Credits	3 cr 3 cr 2 cr 8		

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