

# ASSOCIATE IN APPLIED SCIENCE DEGREE PROGRAM

## SALES AND MARKETING

### STUDENTS MAY ENROLL TO TAKE THIS PROGRAM ONLINE OR RESIDENTIALLY

This program is not offered at the Minneapolis Learning Site.

93 CREDIT HOURS

DEGREE

#### OBJECTIVES

The overall objective starts with In-depth training for individuals seeking employment within the field of Sales and Marketing. The program will introduce students to the process of marketing and sales strategy development. The skills developed through the program are very sought after in virtually every industry. Students will pursue career opportunities in Sales and Marketing with an ability to provide leadership in their organization. The required general education coursework in the liberal arts will support the program-specific goals through presentation of communication, analytical and inferential reasoning skills directly applicable to the sales and marketing student.

#### CORE REQUIREMENTS

Class #	Class Name	Credits
AC110	Accounting Principles I	4
BS110	Business Communication	4
BS150	Business Writing	4
CS111	Computer Information Systems	3
CS131	MS Office Professional I	3
MG100	Introduction to Business	5
MG110	Supervisory Management	4
MG330	Marketing Strategy	4
MK101	Art of Selling	4
MK110	Consumer Behavior	4
MK150	Marketing	4
MK200	Advertising & Promotion	3
MK220	Sales Management	3
MK320	Internet Marketing	4
PD100	Student Success	1
PD250	Career Development	1
	Electives approved through Dean of Students	8
<b>Total Core Minimum Requirement</b>		<b>63</b>

Note: Students may be required to take Foundations of Mathematics I and/or II and Foundations of Writing I and/or II based on competency exam scores.

#### GENERAL EDUCATION REQUIREMENTS

To attain the A.A.S. degree, students are required to earn a minimum of 30 liberal arts credits from the following list of courses. A minimum of three (3) credits must be earned in each of the following four categories:

#### LIBERAL ARTS REQUIREMENTS

Class #	Class Name	Credits
<b>COMMUNICATIONS</b>		
CM111	Speech Communications	4
CM121	Composition (required)	4
CM200	Intercultural Communications	4
CM210	Creative Writing	4
CM220	Art of Persuasion	4
CM230	Mass Communication	4
CM320	Writing & Research	4
<b>SOCIAL SCIENCE</b>		
SS116	Introduction to Psychology	4
SS130	Law in Society	4
SS140	Interpersonal Relations (required)	4
SS145	Introduction to Macroeconomics	4
SS200	Introduction to Microeconomics	4
SS205	Sociology	4
SS210	Developmental Psychology	4
SS230	Psychology of Personality	4
SS311	Human Behavior	4
SS330	Comparative Economic Systems	4
<b>NATURAL SCIENCE &amp; MATHEMATICS</b>		
NS100	Biology	5
NS110	Environmental Issues	5
NS116	College Algebra I	4
NS120	Earth Science	5
NS125	Chemistry Today *	5
NS216	College Algebra II	4
NS301	Statistics I	5
NS350	Statistics II	5
<b>HUMANITIES</b>		
HU100	Introduction to Humanities	4
HU121	Film in Society	4
HU130	Spanish I	4
HU150	Introduction to Literature	4
HU200	Art in the Modern World	4
HU230	Spanish II	4
HU310	The Novel	4
HU315	World Literature	4
<b>Total Liberal Arts Minimum Requirement</b>		<b>30</b>
<b>Total Credit Requirement</b>		<b>93</b>

\* Offered only at Richfield Campus

\*\* Offered residentially only