

## AAS: Marketing

2020 - 2021

The Associate of Applied Science in Marketing is designed for students interested in professional sales, marketing, or marketing research careers. Opportunities exist in a variety of firms including wholesale, industrial, service organizations, and manufacturers. The courses from this program are delivered in the classroom and/or online.

The Associate of Applied Science in Marketing is designed to articulate to:

- Concordia University B.A. in Marketing Management and Innovation degree
- Concordia University B.B.A. in Marketing degree
- Concordia University B.A. in Organizational Management and Leadership degree
- Concordia University B.A. in Human Resources Management degree
- Concordia University B.A. in Business degree
- Kaplan University B.S. Marketing
- Minnesota State University Moorhead B.S. in Project Management
- University of Minnesota Crookston B.S. Business Management degree

### Program Courses - Business Foundation

Course No.	Course Title	Credits
ACCT2111	Financial Accounting	4
BUS1100	Introduction to Business	3
BUS1110	Human Relations & Professional Skills	3
BUS1220	Effective Supervision	3
BUS2600	Principles of Marketing	3
CIS1101	Business Computer Systems I	3

### Program Courses - Marketing Specialty

Course No.	Course Title	Credits
BUS1300	Legal Environment of Business	3
BUS1610	Consumer Behavior	4
BUS1620	Advertising and Sales Promotion	3
BUS1630	Professional Sales and Management	4
BUS1810	Entrepreneurship	4
BUS2200	Principles of Management	3

### General Education Courses

Course No.	Course Title	Credits
COMM1010	Fundamentals of Public Speaking	3
ECON1060	Principles of Economics Macro	3
ECON1070	Principles of Economics Micro	3
ENGL1202	College Writing II	2

#### College Writing I: (minimum grade 1.67)

ENGL1200	Gateway College Writing (minimum grade 1.67) <i>or</i>	4
ENGL1201	College Writing I (minimum grade 1.67)	4

### MnTC Electives

Course No.	Course Title	Credits
<b>MnTC Electives from at least 2 of the following MnTC Goal Areas: 2, 3, 4, 6, 7, 9, and/or 10</b>		
<b>(The MnTC Electives selected must total a minimum of 5 credits.)</b>		

### NHCC Residency and GPA

Course No.	Course Title	Credits
<b>15 Credits must be earned at NHCC:</b>		
<b>2.00 overall GPA for NHCC courses</b>		

**Total Credit Required 60**

### Degree Requirements

2.00 overall GPA for NHCC courses

### **Program Accreditation**

Accreditation Council for Business Schools and Programs, 11520 West 119th Street, Overland Park, KS 66123

### **Program Outcomes**

Knowledge of Human Cultures and the Physical and Natural World, focused by:

- Describe the major functional areas of American businesses and the global aspects and legal and ethical responsibility of businesses operating profitably in a changing world.
- Describe supervisory issues in planning, human resources, team building, and motivation and apply basic supervisory concepts to develop proactive solutions.

Intellectual and Practical Skills, focused by:

- Apply effective listening, written, verbal, persuasive and nonverbal communication appropriate to professional situations locally and globally.
- Effectively use prevalent business software and technology to access information and solve basic business tasks. Use quantitative analysis of financial information and accounting concepts to interpret information.
- Apply legal principles to problems commonly experienced in the business world.
- Prepare quantitative and qualitative market research within the scope of consumer behavior
- Analyze marketing communication situations and develop promotional strategic solutions.

Personal and Social Responsibility and Engagement, focused by:

- Identify and appreciate differences in personality, differences in communication styles and diversity in general and demonstrate behavior that respects those differences.

Integrative and Applied Learning, including:

- Develop a managerial strategic plan that includes critical elements of planning, organizing, leading, and controlling.
- Illustrate the marketing concept through the completion of a comprehensive marketing plan.
- Production of a comprehensive sales plan that reflects specific sales concepts and tactics.
- Production of a business model and business plan.

### **Career Opportunities**

Information on careers, including salary and employment outlook data, is available on the [iseek](http://www.iseek.org) and Bureau of Labor Statistics websites: [www.iseek.org](http://www.iseek.org) and [www.bls.org](http://www.bls.org)

### **Transfer Information**

If you are planning on transferring to another institution, follow the guidelines available on our transfer resources web page to help you plan the process: [Transfer Information](#)

### **Degree Information**

The Associate in Applied Science (A.A.S.) degree is intended for those students who plan to use the competence gained through their degree for immediate employment or enhancing current career skills. The A.A.S. degree includes a minimum of 20 semester credits in general education selected from at least three of the ten goal areas of the Minnesota Transfer Curriculum (MnTC). The MnTC courses within the A.A.S. programs transfer to any Minnesota State College or University. Many of the A.A.S. degree programs have articulation agreements with four-year institutions for transfer of the program.

A student shall:

Earn a minimum of 60-71 semester credits as required in the program with a grade point average of 2.00 (C) or above in courses taken at North Hennepin Community College. Specific programs may have additional requirements or a higher minimum grade point average.

Earn a minimum of 15 semester credits at North Hennepin Community College. Earn 20 credits in at least 3 MnTC goal areas

Completion of an A.A.S. degree fulfills the Goal Area 2 requirement of the Minnesota Transfer Curriculum (MnTC).

### **Developmental Courses**

Some students may need preparatory course(s) in Math and/or English. Courses numbered below 1000 will not apply toward a degree.

**Equal Opportunity Employer and Disability Access Information**

North Hennepin Community College is a member of Minnesota State Colleges and Universities system and an equal opportunity employer and educator. This document is available in alternative formats to individuals with disabilities by calling 763-493-0555 or through the Minnesota Relay Service at 1-800-627-3529.

**Accreditation**

North Hennepin Community College is accredited by the:

Higher Learning Commission  
30 N. LaSalle Street, Suite 2400  
Chicago, IL 60602-2504  
1-800-621-7440