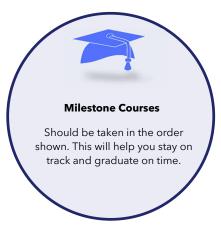
Marketing Specialist Associate of Applied Science





Semester 1				
Course Number	Course Name	Credits	Milestone	Completed
College Writing I	Pick one: ENGL 1200‡ or 1201	4-5		
BUS 1100	Introduction to Business	3		
ECON 1060	Principles of Macroeconomics	3		
CIS 1101	Business Computer Systems I	3		
MnTC Electives	Additional goal area credits (goal 1 to 10)	2		

Total Credits: 15



Helpful Hints

- ‡ ENGL 1200 corequisite ‡ENGL 1001– College Writing I Workshop
- -Students can easily obtain business certificates along the way by taking a few of the business courses, see website or an advisor for more information.
- -Meet with your advisor before registering for your last semester courses to confirm you will graduate.

Semester 2				
Course Number	Course Name	Credits	Milestone	Completed
COMM 1010	Fundamentals of Public Speaking	3		
BUS 1110	Human Relations & Professional Skills	3		
BUS 2600	Principles of Marketing	3		
CIS 1220	Decision Making Excel	3		
PSYC 1150	General Psychology	3		

Total Credits: 15

Semester 3				
Course Number	Course Name	Credits	Milestone	Completed
ACCT 2111	Financial Accounting	4		
BUS 2610 † 🌿	Consumer Behavior	3		
ART 2901† 🄽	Graphic Design Tools	3		
BUS 2630† 🄽	Fundamentals of Sales and Service	3		
MnTC Electives	Additional goal area credits (goal 1 to 10)	2		

Total Credits: 17

Semester 4				
Course Number	Course Name	Credits	Milestone	Completed
BUS 2100	Business Statistics	4		
BUS 2620* 🐔	Advertising and Promotion	3		
BUS 2640* 🐔	Fundamentals of Digital Marketing	3		
BUS 2650/2010* 👯	Marketing Capstone or Marketing Internship	2	Yes	
MnTC Electives	Additional goal area credits (goal 1 to 10)	3		

Program Credit Total: 60

Total Credits: 15



Effective 10/04/24 M.Y.



Disclaimer: This roadmap represents one possible pathway through the program, so please make an appointment with your Academic Advisor to create an education plan that is customized to meet your needs. This information subject to change.