

# 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		<input type="checkbox"/>
BUS 1100	Introduction to Business	3		<input type="checkbox"/>
ECON 1060	Principles of Macroeconomics	3		<input type="checkbox"/>
CIS 1101	Business Computer Systems I	3		<input type="checkbox"/>
MnTC Electives	Additional goal area credits (goal 1 to 10)	2		<input type="checkbox"/>

**Total Credits: 15**

## Semester 2

Course Number	Course Name	Credits	Milestone	Completed
COMM 1010	Fundamentals of Public Speaking	3		<input type="checkbox"/>
BUS 1110	Human Relations & Professional Skills	3		<input type="checkbox"/>
BUS 2600	Principles of Marketing	3		<input type="checkbox"/>
CIS 1220	Decision Making Excel	3		<input type="checkbox"/>
PSYC 1150	General Psychology	3		<input type="checkbox"/>

**Total Credits: 15**

## Semester 3

Course Number	Course Name	Credits	Milestone	Completed
ACCT 2111	Financial Accounting	4		<input type="checkbox"/>
BUS 2610 † ✨	Consumer Behavior	3		<input type="checkbox"/>
ART 2901 † ✨	Graphic Design Tools	3		<input type="checkbox"/>
BUS 2630 † ✨	Fundamentals of Sales and Service	3		<input type="checkbox"/>
MnTC Electives	Additional goal area credits (goal 1 to 10)	2		<input type="checkbox"/>

**Total Credits: 17**

## Semester 4

Course Number	Course Name	Credits	Milestone	Completed
BUS 2100	Business Statistics	4		<input type="checkbox"/>
BUS 2620* ✨	Advertising and Promotion	3		<input type="checkbox"/>
BUS 2640* ✨	Fundamentals of Digital Marketing	3		<input type="checkbox"/>
BUS 2650/2010* ✨	Marketing Capstone or Marketing Internship	2	Yes	<input type="checkbox"/>
MnTC Electives	Additional goal area credits (goal 1 to 10)	3		<input type="checkbox"/>

**Total Credits: 15**



**Program Credit Total: 60**



## 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.

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.

\* Leaf/Dagger (†) means the class is only offered Fall semester. ✨ Flower/Asterisk (\*) means the class is only offered Spring Semester. Double Dagger (‡) means the course has a corequisite that must be taken at the same time