

# Marketing Specialist AAS

The Marketing Specialist AAS degree is designed for students interested in professional careers in the fields of marketing.

## Marketing Curriculum

### Curriculum

#### Business Program Courses

Course Code	Title	Course Outlines	Goal Areas	Credits
<a href="#">ACCT 2111</a>	Financial Accounting <b>and</b>	<a href="#">View-ACCT 2111</a>	n/a	4
<a href="#">BUS 1100</a>	Introduction to Business <b>and</b>	<a href="#">View-BUS 1100</a>	n/a	3
<a href="#">BUS 1110</a>	Human Relations & Professional Skills <b>and</b>	<a href="#">View-BUS 1110</a>	n/a	3
<a href="#">BUS 2100</a>	Business Statistics <b>and</b>	<a href="#">View-BUS 2100</a>	n/a	4
<a href="#">CIS 1101</a>	Business Computer Systems I <b>and</b>	<a href="#">View-CIS 1101</a>	n/a	3
<a href="#">CIS 1220</a>	Decision Making Excel	<a href="#">View-CIS 1220</a>	n/a	3

#### Marketing Specialty Courses

Course Code	Title	Course Outlines	Goal Areas	Credits
<a href="#">ART 2901</a>	Graphic Design Tools I <b>and</b>	<a href="#">View-ART 2901</a>	n/a	3
<a href="#">BUS 2600</a>	Principles of Marketing <b>and</b>	<a href="#">View-BUS 2600</a>	n/a	3
<a href="#">BUS 2610</a>	Consumer Behavior <b>and</b>	<a href="#">View-BUS 2610</a>	n/a	3
<a href="#">BUS 2620</a>	Fundamentals of Promotion <b>and</b>	<a href="#">View-BUS 2620</a>	n/a	3
<a href="#">BUS 2630</a>	Fundamentals of Sales and Service <b>and</b>	<a href="#">View-BUS 2630</a>	n/a	3
<a href="#">BUS 2640</a>	Fundamentals of Digital Marketing <b>and</b>	<a href="#">View-BUS 2640</a>	n/a	3
<a href="#">BUS 2650</a>	Marketing Capstone <b>or</b>	<a href="#">View-BUS 2650</a>	n/a	2
<a href="#">BUS 2010</a>	Internship Business	<a href="#">View-BUS 2010</a>	n/a	3

## General Education Courses

Course Code	Title	Course Outlines	Goal Areas	Credits
<a href="#">COMM 1010</a>	Fundamentals of Public Speaking <b>and</b>	<a href="#">View-COMM 1010</a>	n/a	3
<a href="#">ECON 1060</a>	Principles of Macroeconomics <b>and</b>	<a href="#">View-ECON 1060</a>	n/a	3
<a href="#">ENGL 1200</a>	Gateway College Writing <b>or</b>	<a href="#">View-ENGL 1200</a>	n/a	4
<a href="#">ENGL 1201</a>	College Writing I <b>and</b>	<a href="#">View-ENGL 1201</a>	n/a	4
<a href="#">PSYC 1150</a>	General Psychology	<a href="#">View-PSYC 1150</a>	n/a	3

## **MnTC Electives - 7 credits**

MnTC Electives - 7 credits: AMST1010(3), AMST1020(3), AMST2210(3), AMST2220(3), ANTH1010(3), ANTH1020(3), ANTH1130(3), ANTH1140(3), ARBC1030(3), ARBC1101(4), ARBC1102(4), ARBC2201(4), ART1010(3), ART1020(3), ART1040(3), ART1050(3), ART1101(3), ART1102(3), ART1160(3), ART1170(3), ART1270(3), ART1301(3), ART1302(3), ART1310(3), ART1320(3), ART1340(3), ART1341(3), ART1361(3), ART1362(3), ART1401(3), ART1402(3), ART1550(3), ART1601(3), ART1602(3), ART1650(3), ART1770(3), ART1810(1), ART1820(2), ART2180(3), ART2190(3), ART2300(2), ART2611(3), ART2612(3), ART2640(3), ART2740(1), ART2750(1), ART2780(1), ART2781(1), ART2782(1), ART2800(1), ART2820(1), ART2860(1), ART2900(1), ART2970(1), ASL1101(4), ASL1102(4), ASL1300(3), ASL2201(4), ASL2202(4), BIOL1000(4), BIOL1001(4), BIOL1002(4), BIOL1030(4), BIOL1101(4), BIOL1102(4), BIOL1120(3), BIOL1130(4), BIOL1140(4), BIOL1160(4), BIOL1200(4), BIOL1350(3), BIOL1360(4), BIOL1600(1), BIOL1610(1), BIOL1650(1), BIOL2020(4), BIOL2030(4), BIOL2100(4), BIOL2111(4), BIOL2112(4), BIOL2360(4), CHEM1000(4), CHEM1010(4), CHEM1030(4), CHEM1061(4), CHEM1062(4), COMM1010(3), COMM1110(3), COMM1210(3), COMM1310(3), COMM1410(3), COMM1510(3), COMM1550(3), COMM1610(3), COMM1710(3), COMM1810(3), COMM1910(3), COMM2610(3), ECON1050(3), ECON1060(3), ECON1070(3), ENGL1111(3), ENGL1112(3), ENGL1150(3), ENGL1200(4), ENGL1201(4), ENGL1202(2), ENGL1250(2), ENGL1400(3), ENGL1450(3), ENGL1900(3), ENGL1950(3), ENGL2010(3), ENGL2020(3), ENGL2030(3), ENGL2150(3), ENGL2250(3), ENGL2270(3), ENGL2300(3), ENGL2310(3), ENGL2320(3), ENGL2330(3), ENGL2340(3), ENGL2350(3), ENGL2360(3), ENGL2370(3), ENGL2380(3), ENGL2390(3), ENGL2410(3), ENGL2450(3), ENGL2460(3), ENGL2540(3), ENGL2550(3), ENGL2560(3), ENGL2570(3), ENGL2580(3), ENGL2590(3), ENGL2900(3), ENGL2950(3), GCST1030(3), GCST1040(3), GCST1210(3), GCST1211(3), GCST1212(3), GCST1213(3), GCST1220(2), GCST1301(3), GCST1320(3), GCST1501(3), GCST1502, GCST1503(3), GCST1504(3), GCST1501(3), GCST1700(3), GCST1978(3), GCST1964(4), GCST2250(3), GCST2510(3), GEOG1000(2), GEOG1010(3), GEOG1040(3), GEOG1100(3), GEOG1190(3), GEOL1010(2), GEOL1020(2), GEOL1030(2), GEOL1040(2), GEOL1110(4), GEOL1120(4), GEOL1130(4), GEOL1150(4), GEOL1160(4), GEOL1850(3), GEOL1851(1), GERM1030(3), GWS1501(3), GWS1502(3), GWS1503(3), GWS1504(3), GWS1505(3), HIST1010(3), HIST1020(3), HIST1030(3), HIST1110(3), HIST1120(3), HIST1130(3), HIST1140(3), HIST1200(3), HIST1210(3), HIST1220(3), HIST1230(3), HIST1240(3), HIST1270(3), HIST1700(3), HIST1800(3), HIST1900(1), HIST2500(3), HIST2600(3), HIST2700(3), HUM1210(3), INTD1030(3), INTD1040(3), INTD1210(3), INTD1211(3), INTD1212(3), MATH1010(3), MATH1031(3), MATH1032(3), MATH1080(3), MATH1090(4), MATH1130(3), MATH1140(3), MATH1150(3), MATH1160(4), MATH1170(4), MATH1180(5), MATH1190(5), MATH1200(3), MATH1221(5), MATH1222(5), MATH2010(3), MATH2220(5), MATH2300(4), MATH2400(4), MUSC1130(1), MUSC1160(1), MUSC1170(1), MUSC1180(1), MUSC1200(3), MUSC1220(3), MUSC1241(3), MUSC1242(3), MUSC1300(3), MUSC1320(1), MUSC1350(3), MUSC1370(3), MUSC1500(2), MUSC1501(2), MUSC1502(2), MUSC1510(1), MUSC1560(1), MUSC1600(2), MUSC1610(1), MUSC1800(2), MUSC1801(2), MUSC1802(2), MUSC1810(1), MUSC1830(1), MUSC1850(1), MUSC1860(1), MUSC1870(1), MUSC2010(2), MUSC2170(3), MUSC2180(3), MUSC2241(3), MUSC2242(3), MUSC2970(1), NSCI1000(4), NSCI1010(1), NSCI1020(1), NSCI1030(1), NSCI1050(4), NSCI1060(3), NSCI1061(1), NSCI1070(3), NSCI1071(1), NSCI1110(4), NSCI1120(4), PHIL1010(3), PHIL1020(3), PHIL1030(3), PHIL1040(3), PHIL1050(3), PHIL1060(3), PHIL1070(3), PHIL1080(3), PHIL1110(3), PHIL1120(3), PHIL1200(3), PHIL1210(3), PHIL1220(3), PHIL1230(3), PHYS1000(4), PHYS1030(4), PHYS1050(4), PHYS1060(3), PHYS1061(1), PHYS1070(3), PHYS1071(1), PHYS1120(4), PHYS1140(3), PHYS1201(5), PHYS1202(5), PHYS1231(4), PHYS1232(4), PHYS1400(3), PHYS1410(1), PHYS1450(3), PHYS1460(1), PHYS1601(5), PHYS1602(5), POLS1100(3), POLS1140(3), POLS1600(3), POLS1700(3), POLS2130(3), PSYC1110(3), PSYC1150(3), PSYC1160(4), PSYC1165(3), PSYC1170(3), PSYC1210(3), PSYC1220(3), PSYC1250(4), PSYC2110(3), PSYC2320(3), PSYC2330(3), PSYC2340(3), PSYC2350(3), SOC1110(3), SOC1130(3), SOC1710(3), SOC1750(3), SOC2110(3), SOC2200(3), SOC2210(3), SOC2410(3), SOC2730(3), SPAN1030(3), SPAN1101(5), SPAN1102(5), SPAN2201(5), SPAN2202(5), SOC2750(3), TFT1200(3), TFT1210(3), TFT1250(3), TFT1260(3), TFT1270(3), TFT1280(3), TFT1310(3), TFT1320(3), TFT1350(3), TFT1500(3), TFT1510(3),

TFT1520(3), TFT1531(3), TFT1532(3), TFT1540(3), TFT1600(1), TFT1610(1), TFT1710(3), TFT2010(3), TFT2500(3), TFT2950(1), WOST0101(4), WOST0999(3), WOST1110(3)

**Total Credits Required**

**60**

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## Program Overview

### 2023-2024

Marketing Specialist Certificate students experience hands-on class projects such as new product launches, sales presentations, and advertising media plans. Specialized courses in consumer behavior, promotion, sales, and digital marketing are taught by outstanding marketing and design faculty, bringing real world expertise using state-of-the-art business software. Courses can be applied to the Marketing Specialist A.A.S. Degrees in Business.

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## Program Outcomes

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

- Describe the major functional areas of businesses and the global aspects and legal and ethical responsibility of businesses operating profitably in a changing world.
- Define the role of consumer behavior, promotion, sales, and digital marketing in the marketing process and how they are integrated within an organization's overall strategy.
- Explore the decision-making skills and software needed in businesses.
- Describe the purposes for descriptive statistics and the purposes of inferential statistics.

### 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.

- Role-play sales situations individually or in teams to dramatize specific sales concepts and tactics.
- Proficiently use computers and graphic design software for graphic design projects.

### **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.
- Identify and understand ethical dilemmas within the marketing, promotion, sales, and digital marketing environments.

### **Integrative and Applied Learning, including:**

- Illustrate the marketing concept through the completion of a comprehensive marketing plan.
- Analyze consumer behavior situations and apply consumer behavior concepts to develop solutions.
- Analyze marketing communication situations and develop promotional strategic solutions.
- Apply various sales concepts in the construction of a comprehensive sales plan or the solutions to various comprehensive sales cases.
- Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.

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## **Program Maps**

Program roadmaps provide students with a guide to understand the recommended course sequence to complete their degree.

- [\*\*Marketing Specialist AAS Program Roadmap Full Time\*\*](#)
- [\*\*Marketing Specialist AAS Program Roadmap Part Time\*\*](#)

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## **Career Opportunities**

Information on careers, including salary and employment outlook data, is available at Minnesota State and the Bureau of Labor Statistics websites:

[careerwise.minnstate.edu](http://careerwise.minnstate.edu) and [www.bls.gov](http://www.bls.gov).

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## 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](#)

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## 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 6071 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 7634930555 or through the Minnesota Relay Service at 18006273529.

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## **Accreditation**

North Hennepin Community College is accredited by the Higher Learning Commission ([hlcommission.org](http://hlcommission.org)), an institutional accreditation agency recognized by the U.S. Department of Education.

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