

MARKETING, AS

Code	Title	Credits
Business Core		
ACCT 211	Principles of Accounting I	3
ACCT 212	Principles of Accounting II	3
FIN 350	Managerial Finance	3
MGMT 300	Management Principles	3
MKTG 301	Principles of Marketing	3
Marketing		
MKTG 331	Principles of Selling	3
MKTG 381	Advertising Management	3
MKTG 421	Business-to-Business Marketing	3
MKTG 451	Introduction to Digital Marketing	3
Select one of the following Marketing electives:		3
ENG 331	Business Communications	
MKTG 321	Retail Management	
MKTG 391	Consumer Behavior	
MKTG 431	Sales Management	
MKTG 452	Social Media Marketing	
MKTG 461	Entrepreneurial Marketing	
Minnesota Transfer Curriculum (MnTC) for A.S. Degree		
<i>MnTC Goal 1: Communication</i>		
ENG 151	Academic Writing	4
ENG 251	Writing in Professions	3
<i>MnTC Goal 3: Natural Sciences</i>		
Select one course with lab ¹		4
<i>MnTC Goal 4: Mathematical/Logical Reasoning</i>		
Select one of the following:		3-5
MATH 110	College Algebra	
MATH 115	Finite Mathematics	
MATH 150	Calculus I	
<i>MnTC Goal 5: History and the Social and Behavioral Sciences</i>		
ECON 201	Principles of Microeconomics	3
or ECON 202	Principles of Macroeconomics	
<i>MnTC Goal 6: The Humanities and Fine Arts</i>		
Select one course ²		3
<i>Elective Minnesota Transfer Curriculum Credits</i>		
Select two or more courses totaling seven (7) credits for MnTC Goals 3, 5, 6, 7, 8, 9 or 10. ³		7
Total Credits		57-59

¹ See the complete MnTC Goal 3 list here (<http://catalog.smsu.edu/liberal-education-mntc/minnesota-transfer-curriculum/>).

² See the complete MnTC Goal 6 list here (<http://catalog.smsu.edu/liberal-education-mntc/minnesota-transfer-curriculum/>).

³ Subject to LEP restriction of no course prefix repetition. See current Minnesota Transfer Curriculum (MnTC) course list here (<http://catalog.smsu.edu/liberal-education-mntc/>).