

Marketing and Sales (BP/EP) Associate in Applied Science Degree

Semester Sequence

Offered at Brooklyn Park and Eden Prairie

Prerequisite: Qualifying score on Computer Literacy assessment test

First Semester

BUSN1000	Introduction to Business	3
BUSN1020	Introduction to Selling	3
ITEC1080	Microsoft Productivity Apps 1	3
ENGL1070	Technical Writing	3
	or	
ENGL1100	Writing and Research	4
	Choose 3 credits from MnTC Goal Area 4	3

Total Credits 15

Second Semester

BUSN1091	Consultative Selling	3
BUSN1150	Introduction to Service and Work Team Strategies	3
BUSN2005	Marketing Concepts and Strategies	4
PHIL1100	Critical Thinking for College Success	3

Total Credits 13

Third Semester

BUSN1030	Professional Development	3
BUSN1200	Managerial Communication	3
BUSN2055	Principles of Management	4
BUSN2075	Digital Marketing	3
	Choose 3 credits from MnTC Goal Area 5	3
	or	
	Choose 3 credits from MnTC Goal Area 9	3

Total Credits 16

Fourth Semester

BUSN1041	Customer Relationship Management (CRM)	3
BUSN1060	Territory/Account Management	3
BUSN2015	Marketing Applications	3
BUSN2170	Supervised Occupational Experience	4
COMM1280	Public Speaking	3

Total Credits 16

MnTC Goal Area 4

Hennepin Technical College’s 2000-level general education courses meet the guidelines of the Minnesota Transfer Curriculum (MnTC).

A complete list of MnTC courses and Goal Areas that can be used to meet General Education requirements can be found at www.hennepintech.edu. The same course cannot satisfy more than one MnTC Goal Area requirement.

MATH1150	Applications of Quantitative Reasoning	3
MATH1250	Introduction to Statistics	3
MATH1400	College Algebra	4
PHIL1000	Introduction to Logic	3

Choose a Total of: 3 Credits

MnTC Goal Area 5 or MnTC Goal Area 9

	MnTC Goal Area 5	
ECON1200	Principles of Microeconomics	3
ECON1300	Principles of Macroeconomics	3
HIST1400	Contemporary World History	3
POLI1000	Introduction to American Government and Politics	3
PSYC1000	General Psychology	3
PSYC1200	Psychology Throughout the Lifespan	3
PSYC1300	Abnormal Psychology	3
SOCI1100	Introduction to Sociology	3
SOCI1200	Marriage and Family	3
SOCI1400	Race in America	3
SOCI1500	Introduction to Criminal Justice	3
SOCI1600	Food and Society	3
	or	
	MnTC Goal Area 9	
ARTS1005	Art and Social Justice	3
BIOL1300	Introduction to Forensic Science	3
ECON1200	Principles of Microeconomics	3
PHIL1200	Ethics	3
PHIL1400	Medical Ethics	4
PHIL1600	Environmental Ethics	3
POLI1000	Introduction to American Government and Politics	3
SOCI1500	Introduction to Criminal Justice	3

Choose a Total of: 3 Credits

Graduation (60 Credits)

Possible 55 Credits toward Bachelor of Applied Science in Sales Management at Metro State University.

This semester sequence is a tool meant for students to discuss their schedule each semester with their faculty advisor. Some courses may be offered only once per year and only on one campus.

Semester listings reflect the recommended sequence. Due to circumstances beyond our control, the information herein is subject to change without notice.

2/2/2023 : BP 2508 / EP 2509