

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
CCIS1080	Microsoft Productivity Apps 1	3
ENGL2121	Writing and Research	4
	or	
ENGL2125	Technical Writing	3
	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
PHIL2100	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
COMM2130	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.

MATH2050	Applications of Quantitative Reasoning	3
MATH2150	Introduction to Statistics	3
MATH2200	College Algebra	4
PHIL2000	Introduction to Logic	3

Choose a Total of: 3 Credits

MnTC Goal Area 5 or MnTC Goal Area 9

	MnTC Goal Area 5	
ECON2200	Principles of Microeconomics	3
ECON2300	Principles of Macroeconomics	3
HIST1400	Contemporary World History	3
POLI1000	Introduction to American Government and Politics	3
PSYC2300	General Psychology	3
PSYC2310	Psychology Throughout the Lifespan	3
PSYC2330	Abnormal Psychology	3
SOCI2000	Marriage and Family	3
SOCI2100	Introduction to Sociology	3
SOCI2120	Introduction to Criminal Justice	3
SOCI2130	Food and Society	3
SOCI2200	Race in America	3
	or	
	MnTC Goal Area 9	
ARTS2005	Art and Social Justice	3
BIOL2040	Introduction to Forensic Science	3
ECON2200	Principles of Microeconomics	3
PHIL2200	Ethics	3
PHIL2400	Medical Ethics	4
PHIL2600	Environmental Ethics	3
POLI1000	Introduction to American Government and Politics	3
SOCI2120	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.

2/25/2020 : BP 2508 / EP 2509