

# BUSINESS ADMINISTRATION

## SUBPLAN: MARKETING

### 63 credit Associate in Arts

## THE PROGRAM

The Business Administration program is an Associate in Arts (AA) degree. Our program provides you with a broad understanding of finance, management and marketing in the core curriculum. There are three tracks to choose from, including accounting, management and marketing.

1. Apply generally accepted accounting principles to measure, process, and communicate financial information.
2. Use basic budgets and standard costs as aids in planning and controlling operations.
3. Apply managerial accounting concepts and principles.
4. Classify and record revenues and expenditures appropriately.
5. Identify, compare and use financial statements.
6. Demonstrate an understanding of the legal environment in which businesses operate.

## CHOOSE YOUR PATH

If you want to enter a 4-year college or university after LRSC, you should do your research.

- Gather catalogs from your 4-year choice schools.
- You and your advisor can create a course plan.
- Work with your advisor to meet prerequisites with your electives for the AA or AS degree.
- Check with Student Services about transfer agreements LRSC has with your 4-year choice.

**Are you considering a bachelor's degree? LRSC and Mayville State University have an articulation agreement to help students make a smooth transition into MaSU's BAS degree. Talk to your academic advisor for more information about program requirements.**

Most universities across the country are considered "transfer-friendly" especially within the North Dakota University System (NDUS):

- AA degrees are commonly accepted in place of specific first and second year core requirements.
- GER - All first and second year (100 & 200 level) general education requirements have common names and numbers throughout the NDUS.
- We want to eliminate the chance of confusion about course equivalence.

## ADVISORS/TRiO & PowerSkills

Knowledgeable advisors will help you create a class schedule and choose electives to build strong foundations for upper division coursework and to meet transfer requirements.

TRiO & PowerSkills is an **advising, tutoring, and proctoring resource for everyone**, as well as disability services.

## TIPS FOR STUDENT SUCCESS



1. **SCHEDULE TIME WITH YOUR ADVISOR** immediately after term schedules is published to choose courses for upcoming semesters. Your advisor will help you select courses that meet core requirements.



2. **SAVE MONEY BY CARRYING A HEAVIER COURSE LOAD.** Discuss with your advisor if a heavy course load works for you and your schedule. (Tuition & fees cap at 12 and 16, respectively. Other fees may apply and online courses are not included.)



3. **GET YOUR APPLICATION IN EARLY.** To qualify for entry into the Peace Officer Training Program, candidates must complete the program's application process which includes an extensive background check, and a physical and psychological exam.



4. **GET RELEVANT WORK EXPERIENCE** by participating in LRSC's Cooperative Education program to gain valuable hands-on work experience.



5. **ENHANCE YOUR LEARNING EXPERIENCE** by participating in the Distributive Education Clubs of America (DECA). Marketing students are encouraged to join the Lake Region State College DECA chapter. DECA focuses on developing a greater understanding and appreciation of marketing and distribution. It is a national organization for college students preparing for careers in marketing, management, and entrepreneurship.

## TRANSFER-FRIENDLY

The Business Administration program is perfect for students with the expectation of entering a baccalaureate college or for students who plan to earn a two-year associate degree in one of these concentrations: Accounting, Marketing, and/or Management.



# 3

CONCENTRATIONS  
TO CHOOSE FROM

## STUDENT FOCUSED

LRSC is among the best community colleges by BestColleges and CourseAdvisor 2021. Our students receive individualized support and have access to a variety of support services to help achieve their academic goals.



# 14:1

STUDENT: FACULTY  
RATIO

## SCHOLARSHIPS

LRSC offers a range of scholarships to our students. Scholarships are funded by the LRSC Community College Foundation through contributions including our alumni, faculty and staff, community organizations, and many businesses and corporations.



# 300K

AVAILABLE IN  
SCHOLARSHIPS

| ASSOCIATE IN ARTS – FIRST YEAR (FALL)   | CREDITS           |
|---|-------------------|
| ENGL 110: College Composition I   | 3                 |
| BADM 201: Principles of Marketing   | 3                 |
| BADM 240: Sales   | 3                 |
| ACCT 200: Elements of Accounting I  | 3                 |
| UNIV 101: Introduction to College Life  | 1                 |
| Gen Ed: Art/Humanities Elective   | 3                 |
| SPRING  |                   |
| ENGL 120: College Composition II <b>OR</b> ENGL 125: Intro. to Professional Writing | 3                 |
| BADM 202: Principles of Management  | 3                 |
| BADM 210: Advertising I   | 3                 |
| ACCT 201: Elements of Accounting II   | 3                 |
| Gen Ed: Lab Science   | 4                 |
| ASSOCIATE IN ARTS – SECOND YEAR (FALL)  |                   |
| COMM 110: Fundamentals of Public Speaking   | 3                 |
| BADM 265: Digital Marketing   | 3                 |
| MATH 103: College Algebra   | 3                 |
| ECON 201: Principles of Microeconomics  | 3                 |
| Gen Ed: Art/Humanities Elective   | 3                 |
| Gen Ed: Physical Education Elective   | 1                 |
| SPRING  |                   |
| MATH 210: Elementary Statistics   | 3                 |
| BADM 260: Principles of Retailing   | 3                 |
| ECON 202: Principles of Macroeconomics  | 3                 |
| Gen Ed: Social Science Elective   | 3                 |
| Gen Ed: Art/Humanities Elective   | 3                 |
| <b>Total AA Credits</b>   | <b>minimum 63</b> |

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For more information on the Business Administration program, please contact Cindy Brown, [Cindy.M.Brown@lrsc.edu](mailto:Cindy.M.Brown@lrsc.edu) or visit [www.lrsc.edu](http://www.lrsc.edu)