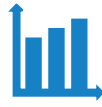


MARKETING

61 credit minimum AAS/32 credit Certificate



The Marketing program is an Associate in Applied Science (AAS) degree or can be completed in one year with our certificate program. The Marketing program prepares you for exciting jobs in sales, digital marketing and marketing management. Students will learn how to plan, direct, and coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

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 for students.

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.

The Mayville State University outreach campus makes it possible for students to earn a Bachelor of Science in Business Administration degree on the Devils Lake campus.

WE WANT YOU TO BE SUCCESSFUL...so here are some tips to help:

1. **GET ACQUAINTED WITH YOUR ADVISOR** during the first two weeks of school. He or she will help you select courses which meet core requirements and also support your transfer.
2. **SCHEDULE TIME WITH YOUR ADVISOR** immediately after term schedules are published to choose courses for upcoming semesters.
3. **REGISTER AS EARLY AS YOU CAN** to get into the courses you want and need.
4. **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.)
5. **STRENGTHEN YOUR JOB-SEEKING AND INTERVIEW SKILLS** by enrolling in BADM 291 Career Seminar.
6. **GET RELEVANT WORK EXPERIENCE** by participating in LRSC's Cooperative Education program to gain valuable hands-on work experience.
7. **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 greater understanding and appreciation of marketing and distribution. It is a national organization for college students preparing for careers in marketing, management, and entrepreneurship.

300k
available in scholarships

10%
job growth through 2026

100%
placement rates

\$40k
median wage

14:1
student:faculty ratio

Our goals for you...

As a graduate of the program, you will be able to:

- Demonstrate a comprehensive knowledge of marketing functions.
- Demonstrate selling competencies.
- Understand the elements of sales promotion and prepare a sales promotion plan.
- Understand the free enterprise system.
- Understand the importance of customer relationship building.
- Demonstrate an understanding of retail promotions.
- Identify employment opportunities and apply employment-seeking skills.

Marketing (AAS)

ACCT 200: Elements of Accounting I	3
ACCT 201: Elements of Accounting II	3
BADM 201: Principles of Marketing	3
BADM 202: Principles of Management	3
BADM 210: Advertising I	3
BADM 240: Sales	3
BADM 241: Sales Management	3
BADM 260: Principles of Retailing	3
BADM 265: Digital Marketing	3
BADM 280: Personnel Management	3
BADM 291: Career Seminar	2
BOTE 214: Business Reports & Communications OR	3
COMM 110: Fundamentals of Public Speaking	
BUSN 170: Entrepreneurship	3
CSCI 101: Introduction to Computers	3
ENGL 110: College Composition I	3
ENGL 120 College Composition II OR	
ENGL 125: Introduction to Professional Writing	3
PSYC 100: Human Relations in Organizations OR	
PSYC 111: Introduction to Psychology	3
Electives	3
Gen ED: Humanities/Social Science	3
Gen ED: Math/Science/Computer Science	3
Gen ED: Physical Education (HPER/University 101)	2
Total AAS Credits	minimum 61
Certificate Credits	32
BOLD: 1 year certificate courses	