



MARKETING

61 credit Associate in Applied Science

THE 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 identifying potential customers. Develop pricing strategies to maximize 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. 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.

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 **advising, tutoring, and proctoring resources for everyone**, as well as disability services.






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 Applied Science in Business Administration degree online.

TIPS FOR STUDENT SUCCESS

1. **SCHEDULE TIME WITH YOUR ADVISOR** immediately after term schedules are 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. **STRENGTHEN YOUR JOB-SEEKING AND INTERVIEW SKILLS** by enrolling in BADM 291 Career Seminar.

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.


CAREER OPTIONS

Marketing graduates will be prepared for exciting jobs in sales, digital marketing, marketing management, retail sales management, and more!



STUDENT FOCUSED

LRSC is among the best community colleges by Intelligent 2023. 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

\$425,000 are offered in scholarships annually. LRSC Community College Foundation funds these scholarships through contributions from loyal friends and supporters of LRSC.



425K
AVAILABLE IN
SCHOLARSHIPS

ASSOCIATE IN APPLIED SCIENCE – FIRST YEAR (FALL)	CREDITS
CSCI 101: Introduction to Computers	3
ENGL 110: College Composition I	3
BADM 201: Principles of Marketing	3
BADM 265: Digital Marketing	3
ACCT 200: Elements of Accounting I	3
UNIV 101: Introduction to College Life	1
SPRING	
ENGL 120 College Composition II OR ENGL 125: Introduction to Professional Writing	3
BADM 202: Principles of Management	3
BADM 210: Advertising I	3
PSYC 100: Human Relations in Organizations OR PSYC 111: Intro to Psychology	3
ACCT 201: Elements of Accounting II	3
HPER Elective	1
ASSOCIATE IN APPLIED SCIENCE – SECOND YEAR (FALL)	
COMM 110: Fundamentals of Public Speaking	3
BADM 240: Sales	3
BADM 280: Personnel Management	3
BUSN 170: Entrepreneurship	3
Gen Ed: Humanities/Social Science	3
SPRING	
BADM 241: Sales Management	3
BADM 260: Principles of Retailing	3
BADM 291: Career Seminar*	2
Gen Ed: Math/Science/Computer Science	3
Gen Education Elective	3
Total AAS Credits	minimum 61

*Should be taken last semester

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For more information on the Marketing program, please contact Cindy Brown,
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