

ASSOCIATE OF SCIENCE

Marketing and Management

To be successful in marketing and management, students must be knowledgeable of the basics of marketing and managing people and process. Through DCB's Associate of Science (AS) in Marketing and Management program, students will focus their studies on management techniques, marketing, economics and human relations. Students in this program are opening the door to a future in several different aspects of business. This program will give you the skills to many different careers in marketing and in management.

Why study business?

Graduating with a degree that leads to employment is important to your future. The demand for marketing and management graduates is always high because of the number of career opportunities available for them. Companies in every industry are looking for professionals who can organize, plan and manage.

Career choices

Professionals with marketing/management degrees can have a variety of careers due to the interdisciplinary nature of business education. Your marketing/management degree applies to many different jobs because you will learn skills that are important to a variety of industries. Some examples of business careers include:

- Marketing manager
- Sales promotion manager
- Sales manager
- Marketing research analyst
- Account manager
- Sales representative

General education requirements

These required classes will help you to transfer to a four-year university.

Core business classes

- Marketing
- Management
- Human Relations
- Economics
- Advertising
- Sales
- Business in the Legal Environment



COURSES REQUIRED

Marketing and Management (AS)

Freshman Year	Fall	Spring
BADM 201 Principles of Marketing.....	3 cr	
ENGL 110 College Composition I	3 cr	
MATH 103 College Algebra or higher	4 cr	
Lab science elective	4 cr	
Wellness elective.....	1 cr	
BADM 202 Principles of Management	3 cr	
ENGL 120 College Composition II		
or ENGL 125 Intro. to Professional Writing.....	3 cr	
HRM 100 Human Relations in Organizations	3 cr	
Technology elective	3 cr	
Wellness elective.....	1 cr	

Sophomore Year	Fall	Spring
ACCT 215 Business in the Legal Envmt.	3 cr	
BADM 210 Advertising	3 cr	
BADM 214 Entertainment Marketing	3 cr	
BADM 240 Sales	3 cr	
ECON 201 Principles of Microeconomics	3 cr	
Fine arts/humanities elective.....	3 cr	
COMM 110 Fundamentals of Public Speaking.....	3 cr	
ECON 202 Principles of Macroeconomics	3 cr	
Fine arts/humanities elective.....	3 cr	
Lab science elective	4 cr	
Math/science/technology elective.....	4 cr	

All courses subject to change.



DAKOTA COLLEGE AT BOTTINEAU VISION

Dakota College at Bottineau is rooted in the past and grows towards the future by combining the best from the *Past, Present, and Future* to provide students with innovative educational opportunities. The campus will emphasize a knowledge and appreciation of *Nature*, implement a rapidly changing *Technology*, and prepare students to go *Beyond* and improve the quality of life.

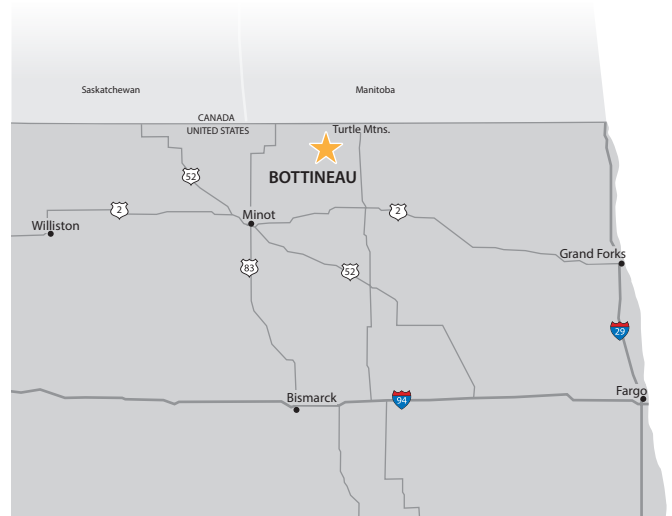
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