

Certificate: Marketing
Total Number of Credits: 16

Program Description: This certificate serves learners interested in exploring career options. Each course is built on fundamental principles of marketing and retailing—providing the right product/service at the right place and time. The certificate credits may be applied to the 45-credit marketing specialty diploma as well as the 64-credit Associate in Applied Science (AAS) Marketing Management or Visual Communication Technology degrees.

Core Requirements: 4 credits

MKTG	2050	Principles of Marketing	3
MKTG	1790	Marketing Independent Study	1

Career/Occupational Requirements:
Select 12 credits from the following:

MKTG	1020	Visual Merchandising and Store Planning	3
MKTG	2000	Customer Service Strategies	3
MKTG	2005	Entrepreneurship Fundamentals	3
MKTG	2010	Workplace Leadership	3
MKTG	2020	Negotiation Strategies	3
MKTG	2035	Trend Analysis	3
MKTG	2080	Retailing Principles & Practices	3

Diploma: Marketing Specialty
Total Number of Credits: 45

Program Description: The Marketing Specialty program is designed for students who desire careers in marketing specialty areas. Some may be interested in opening and operating their own businesses, while others may want to work as sales professionals, retail managers, floor merchandisers or in support positions like visual merchandising or special event production. Web assisted courses are integral to the program delivery.

Core Requirements: 12 credits

MKTG	1025	Professional Development	3
MKTG	2050	Principles of Marketing	3
MKTG	2060	Professional Selling	3
MKTG	2063	Advertising & Sales Promotion	3

Career/Occupational Requirements: 21 credits

BMGT	1020	Introduction to Business	3
CAPL	1010	Introduction to Software Applications	3

Select 15 credits from the following courses:

MKTG	1020	Visual Merchandising & Store Planning	3
MKTG	1043	Fashion Marketing Essentials	3
MKTG	1066	Event Production & Marketing	3
MKTG	2000	Customer Service Strategies	3

MKTG	2005	Entrepreneurship Fundamentals	3
MKTG	2010	Workplace Leadership	3
MKTG	2020	Negotiation Strategies	3
MKTG	2035	Trend Analysis	3
MKTG	2066	Creativity, Innovation & the IMC	3
MKTG	2080	Retailing Principles & Practices	3
MKTG	2780	Marketing Internship	1-6

General Education/MnTC Requirements: 6 credits
Goal 1-Communication: 3 credits

COMM	1031	Interpersonal Communication	3
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General Education/MnTC electives: 3 credits

See MnTC course list for options.

Additional Requirements:

Sufficient credits to total 45 with instructor approval by petition.

Associate in Applied Science Degree: Marketing Management

Total Number of Credits: 64

Program Description: Marketing Management focuses on the decisions facing marketing practitioners who must balance the objectives and resources of an organization with the needs and opportunities in the marketplace. Graduates may pursue careers in either business-to-business marketing environments or the area of consumer markets in either the private or public sector.

Core Requirements: 12 credits

MKTG	1025	Professional Development	3
MKTG	2050	Principles of Marketing	3
MKTG	2060	Professional Selling	3
MKTG	2063	Advertising & Sales Promotion	3

Career/Occupational Requirements: 24 credits

ACCT	1010	Introduction to Accounting	3
BMGT	1020	Introduction to Business	3
CAPL	1010	Intro to Software Applications	3

Select 15 credits from the following courses:

MKTG	1020	Store Planning & Visual Merchandising	3
MKTG	1043	Fashion Essentials	3
MKTG	1066	Event Production and Marketing	3
MKTG	2000	Customer Service Strategies	3
MKTG	2005	Entrepreneurship Fundamentals	3
MKTG	2010	Workplace Leadership	3
MKTG	2020	Negotiation Strategies	3
MKTG	2035	Trend Analysis	3
MKTG	2066	Creativity, Innovation and the IMC	3
MKTG	2080	Retailing Principles & Practices	3
MKTG	2780	Marketing Internship	1-6

General Education/MnTC Requirements: 20 credits

Four (4) credits beyond the minimums are needed to reach 20 credits. See MnTC course list for options.

Goal 1 – Communication: 7 credits

ENGL	1021	Composition I	4
COMM	1031	Interpersonal Communications	3

Goal 2 – Critical Thinking is automatically fulfilled when all other MnTC goals are completed.

Goal 3 and/or Goal 4 – Science/Math/Logical Reasoning: 3 credits

Goal 5 – History/Social & Behavioral Sciences: 3 credits

Goal 6 – Humanities and Fine Arts: 3 credits

Goal 7 – 10: Three credits in one of these four goals. (Fulfilled by COMM requirement)

Additional Requirements:

Sufficient credits to total 64 with instructor approval by petition.

General Requirements:

1. Certificates: Up to 30 earned college-level credits; one third of credits must be earned at Century College.
Diplomas: 31 to 48 earned college-level credits; one third of credits must be earned at Century College.
AAS: At least 64 earned college-level credits (numbered 1000 or above). At least 20 credits must be earned at Century College.
2. Century college-level GPA of 2.0; Career/Occupational courses GPA of 2.0; MnTC GPA of 2.0.
3. A grade of C or higher in ENGL 1021.

Assessment: Assessments are required for all students before registering for classes. Students may be required to take developmental courses in English, Reading and Mathematics based upon their assessment scores. For important information and exemptions see www.century.edu/futurestudents/assessment.

References to the Minnesota General Education Transfer Curriculum (MnTC): On this guidesheet, notations such as “Goal 1-Communication: 3 credits” are used to refer to the goals of the Minnesota General Education Transfer Curriculum. Refer to the MnTC Course List for the specific courses from which students may choose to fulfill the MnTC requirements for this program. This list can be found in the college catalog, the Counseling Center and on the Century website. Students should be aware that it may be necessary to select additional MnTC credits beyond the minimum required in each goal area, to reach the total MnTC/General Education credits required for their program.

Career Information Counselors are available in the Counseling and Career Center, Room 2400 West, to assist with educational and career planning. Resources available include career interest and personality inventories and print and web-based occupational and educational information, e.g., occupational descriptions, employment outlook, earnings, education/training requirements and sources. Consult the **GPS LifePlan** link on the Century website for information on these and more resources for your career, work, and educational planning!

Transfer: Some programs are intended primarily for employment preparation rather than transfer to a four-year college or university. Some courses may not transfer to a number of four-year colleges or may transfer only as electives. If you are considering the possibility of transfer, you may wish to talk with a counselor or the program instructor before registering to discuss your goals and look at programs designed for transfer.

Time Limit for Meeting Graduation Requirements: See Century College catalog “Graduation” for information.

Academic Petitions: Any exceptions to the program requirements must be petitioned through Vice President of Academic Affairs.

Important Telephone Numbers: (651) Area Code)		Program Instructors	
Admission Office	773-1700	John Bartunek Office 2248 East	773-1757
Counseling Office	779-3285	Judy Evenson Office 2248 East	773-1757
Financial Aid Office	779-3305	Lynn Smaagaard Office 2248 East	773-1757
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