



MARKETING

The Bachelor of Marketing degree at UMN Crookston is a hands on program, which will engage students in a wide variety of learning environments, ranging from traditional classroom lectures to hands-on and client-focused projects and simulations. Through experiential learning projects, students will work with regional businesses to conduct exploratory marketing studies. These projects range from strategic marketing plans addressing the long-term focus of an organization to consumer analysis reports investigating behavioral trends customer exhibit. Students will study the fundamentals of marketing, yet also learn to face the relevant and rapid changes in this industry. The marketing program combines cutting edge curriculum and practice from across the marketing field to prepare our students to be tomorrows marketing and business leaders.

Some golden nuggets to consider...

CAREER PATHS

- Account Manager
- Advertising Sales Agent
- Brand Manager
- Consumer Representative
- Market Research Analyst
- Marketing Coordinator
- Sales representative or manager
- Digital Marketing Manager
- Social Media and Content Marketing Specialist
- Marketing Manager
- Buyer

SALARY RANGE

\$46,400 - \$121,900

Salary range depends on marketing positions, industry, and experience.

BUSINESS BOARDROOM

Many marketing courses are taken in the Alseth-NWSA Business boardroom. This boardroom-style room offers students an exceptional high-tech space to practice the skills they will use in their future career.

**OFFERED
ONLINE, ONSITE AND AS A MINOR.**

PROGRAM FEATURES

- All marketing students will complete an internship. These internships will help students to gain real experience, develop skills, make connections, strengthen their resumes, learn about the marketing field, and assess their interests and abilities.
- Students use current technology and techniques in marketing. As a student, you will use the latest statistical data packages and business analytics to help you make informed marketing decisions.

Small Campus. Big Degree.

PROGRAM REQUIREMENTS & CURRICULUM

MARKETING PROGRAM REQUIREMENTS - 62 CREDITS

- COMM 3008 - Business Writing (3.0 cr)
- FIN 3100 - Managerial Finance (3.0 cr)
- GBUS 1005 - Orientation to Online Learning (1.0 cr)
- GBUS 1981 - Career Development (1.0 cr)
- GBUS 3107 - Legal Environment in Business (3.0 cr)
- GBUS 3500 - Business Ethics (3.0 cr)
- IBUS 3360 - International Marketing (3.0 cr)
- ITM 3020 - Introduction to Management Information Systems (3.0 cr)
- MGMT 3200 - Principles of Management (3.0 cr)
- MGMT 3600 - Change, Creativity, and Innovation Management (3.0 cr)
- MKTG 2200 - Personal Selling (3.0 cr)
- MKTG 3230 - Internet Marketing (3.0 cr)
- MKTG 3250 - Integrated Marketing Communication (3.0 cr)
- MKTG 3300 - Principles of Marketing (3.0 cr)
- MKTG 3310 - Consumer Behavior (3.0 cr)
- MKTG 3400 - Marketing Research (3.0 cr)
- MKTG 3700 - Brand Management (3.0 cr)
- MKTG 3900 - Internship (1.0-3.0 cr)
- MKTG 4100 - Retail Management (3.0 cr)
- MKTG 4800 - Marketing Strategies (3.0 cr)
- Choose one of the following:
- ACCT 2010 - Financial Accounting (3.0 cr)
- or ACCT 2101 - Principles of Accounting I (3.0 cr)
- Choose one of the following:
- ACCT 2102 - Principles of Accounting II (3.0 cr)
- or ACCT 3010 - Managerial Accounting (3.0 cr)



LIBERAL EDUCATION REQUIREMENTS

A minimum of 40 liberal education credits are required. Students must complete the 10 goal areas of the Minnesota Transfer Curriculum with the following specific liberal education courses required: Add subheading

- COMP 1011 - Composition I [COMMUNICAT] (3.0 cr)
- COMP 1013 - Composition II [COMMUNICAT] (3.0 cr)
- ECON 2101 - Microeconomics [HI/BEH/SSC] (3.0 cr)
- ECON 2102 - Macroeconomics [HI/BEH/SSC] (3.0 cr)
- MATH 1031 - College Algebra [MATH THINK] (3.0 cr)
- MATH 1150 - Elementary Statistics [MATH THINK] (3.0 cr)
- PSY 1001 - General Psychology [HI/BEH/SSC] (3.0 cr)
- SPCH 1101 - Public Speaking [COMMUNICAT] (3.0 cr)

TECHNOLOGY REQUIREMENTS (3 CR)

- CA 1020 - Spreadsheet Applications (3.0 cr)

The above listed program requirements are effective starting Fall semester 2019.

CONTACT US TODAY!

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UNIVERSITY OF MINNESOTA
CROOKSTON