

# MANAGEMENT - SALES AND MARKETING A.A.S.

This option combines technical sales and promotional related courses as a foundation for students seeking middle to advanced positions in the sales and marketing field. Students will be required to complete sales presentations using appropriate techniques to apply consultative and negotiation selling skills. Students will study and demonstrate effective sales techniques, plan and implement effective visual displays and presentations, and develop strong record keeping skills and management of accounts. Additional emphases in computer skills, accounting, and technical writing provide students with the needed edge for this competitive career.

M 115	Probability and Linear Mathematics	3
MART 214	Digital Publishing & Design	3
MART 232	Interactive Web II	3
PSYX 100S	Intro to Psychology	3
WRIT 101	College Writing I	3
Total Hours		67

Minimum Required Grade: C-

## Associate of Applied Science - Management; Sales and Marketing Concentration

### Missoula College

Degree Specific Credits: 67

Required Cumulative GPA: 2.0

### Catalog Year: 2017-2018

**Note:** See Program Director for scope and sequence advising. Please refer to online schedule for online course availability.

## Summary

AAS Business Management, Sales & Marketing	67
Total Hours	67

## AAS Business Management, Sales & Marketing

**Rule:** All courses required

**Note:** BMGT 298 is a 2 crt course.

ACTG 101	Accounting Procedures I	4
ACTG 102	Accounting Procedures II	4
ACTG 180	Payroll Accounting	3
BGEN 235	Business Law	3
BMGT 212	Critical Analysis for Business	3
BMGT 216	Psych of Mgmt & Supervision	4
BMGT 298	Management Internship	2
BMKT 109	Visual Merchandising & Display	3
BMKT 112	Applied Sales	2
BMKT 114	Psychology of Selling	3
BMKT 225	Marketing	3
BMKT 240	Advertising	3
CAPP 120	Introduction to Computers	3
COMX 111A	Intro to Public Speaking	3
COMX 250	Intro to Public Relations	3
CSCI 172	Intro to Computer Modeling	3
ECNS 201S	Principles of Microeconomics	3