

MANAGEMENT - SALES AND MARKETING A.A.S.

Seek middle to advanced positions in the sales and marketing field by continuing the certificate program in technical sales and promotional strategies. Gain foundational skills in customer care, psychology, management, relationship-building, and negotiation skills to:

- Understand your audience
- Research and demonstrate effective sales techniques
- Plan and implement effective visual displays and presentations
- Develop sound organizational record keeping and financial controls
- Manage accounts

Additional emphasis in computer skills, accounting, and technical writing provide students the needed edge for this competitive career. Graduates are prepared to own and operate their own businesses or become sales representatives and managers in a variety of organizations.

Associate of Applied Science - Management; Sales and Marketing Concentration

Missoula College

Degree Specific Credits: 67

Required Cumulative GPA: 2.0

Catalog Year: 2018-2019

Note: See Program Director for advising regarding scope and sequence, course prerequisites, and math and writing placement assessments.

Summary

Code	Title	Hours
Management, Sales & Marketing Required Courses		67
Total Hours		67

Management, Sales & Marketing Required Courses

Code	Title	Hours
Complete all of the following courses:		
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	Introduction to Public Speaking	3
COMX 250	Intro to Public Relations	3
CSCI 172	Intro to Computer Modeling	3
ECNS 201S	Principles of Microeconomics	3
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-