

## Marketing, Sales and Hospitality Services

### ► Contact Information

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 701-671-2172  
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### ► Delivery Methods

Face-to-Face: Wahpeton  
 Face-to-Face: Fargo  
 Online: All Classes  
 Combination

Students earning an Associate of Applied Science degree (AAS) in Business Management can expect to formulate the knowledge, skills, and attitudes needed for a successful transition to a career-sustaining position or further study in one of several business career pathways.

The Marketing, Sales and Hospitality Services emphasis prepares students towards pathways in:

- Lodging
- Restaurant, Food, and Beverage Services
- Travel and Tourism
- Recreating, Amusements, and Attractions
- Marketing Research
- Marketing Communications
- Marketing Management
- Merchandising
- Professional Sales

To be successful, students should be willing to improve on their communication and presentation skills to demonstrate and carry themselves with a sense of professionalism. Students develop and hone these skills through the Business Management student organization Collegiate DECA.

These careers continue to be some of the largest and highest-paying segments of the job market and job prospects continue to be good for workers who stay up-to-date on the latest developments in their field and are constantly looking for new ways to contribute to the success of their business. Faculty advisors can help assist students in the development of an appropriate program to meet his/her career goals.

Course Code	Course Title	Credits
BADM 103	*Leadership Techniques	1
BADM 201	Principles of Marketing	3
BADM 202	Principles of Management	3
BADM 217	Promotion and Advertising	3
BADM 230	Marketing Information Analysis	3
BADM 234	Customer Service	1
BADM 240	Sales	3
BADM 244	Sales Seminar	3
BADM 251	Personal Finance	3
BADM 281	Organizational Behavior	3
BADM 282	Human Resource Management	3
BADM 291	Career Seminar	3
BUSN 120	Fundamentals of Business	3
BUSN 170	Entrepreneurship	3
BUSN 282	*Professional Development	1

### Related/General Education Courses

ACCT 102	Fundamentals of Accounting	3
ACCT 118	Applied Accounting	3
ACCT 215	Business in the Legal Environment	3
CIS 101	Computer Literacy	2
COMM 110	Fundamentals of Public Speaking	3
ENGL 110	College Composition I	3
ENGL 125	Introduction to Professional Writing	3
or ENGL 120	College Composition II (3)	
FYE 101	Science of Success	1
Wellness Elective(s)		2
BOTE 108	Business Mathematics	3
or MATH 103	College Algebra (3)	
Electives		3
<i>Choose 3 credits from the courses listed below.</i>		
BUSN 297	Internship/Coop (1-5)	
BUSN 254	Financial Statement Analysis (3)	
PHIL 210	Ethics (3)	
ECON 105	Elements of Economics (3)	
or ECON 201	Principles of Microeconomics (3)	
or ECON 202	Principles of Macroeconomics (3)	
PSYC 111	Introduction to Psychology (3)	
SOC 110	Introduction to Sociology (3)	

**Total Required Credits 68**

\* Includes membership in Collegiate DECA.

Online completion may require modification of courses. Consult advisor for changes.

### Admission Requirements\*

The applicants must be high school graduates or equivalent. Work experience and marketing or general business courses are helpful.

Required minimum placement scores:

ACT	ACCUPLACER	ACCUPLACER
Reading – 14	Reading Comp – 61	<u>NEXT GENERATION</u>
English – 12	WritePlacer – 3-4	Reading – 240
Math – 13	Arithmetic – 51	Writing – 237
	Elementary Algebra – 25	QAS – 225

Or transfer equivalencies will apply as appropriate

Applicants not meeting the above requirements are encouraged to visit with the academic counselor at 701-671-2263 or the BADM department chair at 701-671-2172 for strategies to meet the admission requirements.

*\*Program Admission Requirements are subject to revision. Please check the department or program website under Program Admission Requirements for current information.*

### Award

Upon successful completion of the required courses, students will be awarded an Associate in Applied Science degree in Business Management with an emphasis Marketing, Sales and Hospitality Services.

Revised: May 2021