



Northwest Technical College
BEMIDJI, MN

Sales, Marketing & Management



Prepare for a career in Sales, Marketing & Management to help organizations adopt strategies to successfully meet business goals.

Programs

Sales, Marketing & Management provides knowledge and skills necessary to develop marketing plans, launch sales initiatives that meet customer needs, target growth opportunities and advance a career – or start a small business – in any industry. Coursework includes principles of marketing, professional sales, advertising and promotions, retailing management, customer relations, communications, e-marketing and management. NTC's unique program makes it possible to begin with an Associate of Applied Science (AAS) degree, a diploma or one of two certificate programs:

- **Sales & Marketing** certificate concentrates on skills needed to sell products and services, develop market strategies and prepare small business market plans.
- **Management & Entrepreneurship** certificate develops skills needed for decision-making and problem-solving, employee and resource management, effective leadership and management of small business startups.



Career opportunities

Sales, Marketing & Management prepares graduates for career advancement, self employment or a career change in areas such as customer service, retail sales and management. Other options are business-to-business sales for wholesalers, manufacturers and service industries. Entry-level management jobs include department manager, management trainee and small business manager or owner.

Sales, Marketing & Management

The NTC advantage

Sales, Marketing & Management courses are offered online, with core courses also available on campus. Students have access to daytime technical support and online tutorials and training.

NTC students complete a general business certificate as part of the Sales, Marketing & Management coursework, which provides a strong foundation of skills and knowledge for any business-related career.

Required courses

NTC offers an Associate of Applied Science (AAS) degree, diploma and two certificate programs in Sales, Marketing & Management. Diploma and certificate credits can be applied to the AAS degree.

College readiness courses may be required in reading, writing and math based on performance on the Accuplacer assessment. Contact the Office of Admissions to schedule an assessment.



Sales & Marketing, certificate, 18 credits

Course #	Course name	Credits
MKTG 1106	Professional Sales	3
MKTG 1100	Principles of Marketing	3
MKTG 1116	Advertising & Promotion	3
MKTG 1112	Retailing Management	3
MKTG 2214	E-Marketing	3
*CPTR 1104	Computerized Business Applications	3

**Not required if already completed in the Management & Entrepreneurship certificate program.*

Sales & Marketing, diploma, 32 credits

Requires all of the Sales & Marketing certificate courses and an additional 14 credits.

Course #	Course name	Credits
ACCT 1000	Financial Information for Life	3
ADMS 1116	Business Communications	3
MKTG 1108	Customer Relations Management	3
MKTG 2204	Advanced Professional Selling	3
	*Technical electives	2

**Not required for the AAS degree.*

Sales, Marketing & Management, AAS, 60 credits

Requires the diploma courses and 30 additional credits. Credits can be transferred to the Bachelor of Applied Science (BAS) in Business Administration online at Mayville State University, N.D.

Course #	Course name	Credits
ECON 2204	Markets & Resources Allocation	3
ENGL 1111	College Writing I	3
SPCH 1110	Intro to Public Speaking	3
ACCT 1100	Principles of Bookkeeping	3
*MKTG 2200	Principles of Management	3
*MKTG 2220	Human Resources Management	3
MKTG 2232	Marketing Management	3
*MKTG 2236	Small Business Management	3
	*General education electives	6

**Not required if already completed as part of the Management & Entrepreneurship certificate.*

Management & Entrepreneurship, certificate, 18 credits

Course #	Course name	Credits
*MKTG 2200	Principles of Management	3
*MKTG 2236	Small Business Management	3
*MKTG 2220	Human Resources Management	3
BUSN 1100	Entrepreneurial Finance	3
MKTG 2235	Marketing & Operations Management	3
*CPTR 1104	Computerized Business Applications	3

**Credits can be applied to the AAS in Sales, Marketing & Management.*

More information

Office of Admissions

(218) 333-6600 or (800) 942-8324
TTY: (218) 333-6691 or (800) 627-3529
admissions@ntcmn.edu



Northwest Technical College
Right Career. Right Now.

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