



Northwest Technical College

SALES, MARKETING & MANAGEMENT

**OVERALL
PLACEMENT RATE:
100%**

STARTING PAY:

From **\$25,000**
for customer service
up to **\$45,240** for
manufacturing
sales rep.

**Projected job growth
through 2024 -
example of retail supervisor:**

Northwest Minnesota: **+8.5%**

Sources: Graduate Follow-up Survey and Minnesota Department of Employment and Economic Development



Program Name: **Sales, Marketing & Management**
Credential: **Associate of Applied Science**
Credits: **60**
Length of Program: **4 semesters**



REQUIRED COURSES:

SEMESTER 1

MKTG 2100	Principles of Marketing	3
MKTG 1116	Advertising & Promotion	3
MKTG 1106	Professional Selling	3
CPRT 1104	Computerized Business Apps	3
MKTG 1108	Customer Relations Management	3

SEMESTER 2

MKTG 2214	E-Marketing	3
MKTG 1112	Retail Management	3
MKTG 2204	Advanced Professional Selling	3
ACCT 1000	Financial Info for Life	3
ADMS 1116	Business Communications	3

SEMESTER 3

MKTG 2200	Principles of Management	3
MKTG 2232	Marketing Management	3
MKTG 2220	Human Resource Management	3
ENGL 1111	College Writing	3
SPCH 1114	Intro to Public Speaking	3

SEMESTER 4

MKTG 2236	Small Business Management	3
ECON 2204	Markets & Resource Allocation	3
ACCT 1134	Computerized Accounting Apps	3
	General Education electives	6

More information

Admissions Office

(218) 333-6600 or (800) 942-8324
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Northwest Technical College
Right Career. Right Now.

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