

SMSU AT LSC

Marketing



Southwest Minnesota State University Offers Bachelor's Degrees at Lake Superior College

AS in Business → BS in Marketing

PROGRAM OVERVIEW

Southwest Minnesota State University and Lake Superior College have entered into an exciting partnership that will mean additional educational opportunities for LSC students who want to earn a four-year degree from SMSU right on the LSC campus.

MARKETING DEGREE

Students earning their AS in Business can continue at LSC to earn a BS in Marketing from SMSU. See the back side for program requirements.



AS in Business → BS in Marketing

PART 1: BUSINESS ASSOCIATES DEGREE PROGRAM (60 CREDITS)

Course ID#	Course Title (MnTC Goal Area)	Credits
ENGL 1106	College Composition I (1)	3
ENGL 1109	College Composition II (2)	3
COMM 1110	Public Speaking (1)	3
PHIL 1130	Ethics (6,9)	3
ECON 1150	Principles of Economics: Macro (5,8)	3
ECON 1160	Principles of Economics: Micro (5)	3
MATH 1100	College Algebra (4)	3
MATH 2210	General Statistics (4)	3
GOAL COURSES	Any Goal courses (1-10)	7
FYE 1000	First Year Experience	1
BUS 1410	Intro to Bus & Entrepreneurship	3
BUS 1448	Leadership Development	3
ADSC 1430	Business Computers/MS Office	3
LGST 1420	Business Law	3
ACCT 1410	Financial Accounting Principles I	3
ACCT 1510	Financial Accounting Principles II	3
ACCT 2430	Managerial Accounting	3
BUS 2402	Principles of Management	3
BUS 2400	Principles of Marketing	3

PART 2: SMSU MARKETING COURSEWORK (60 CREDITS)

Course ID#	Course Title (MnTC Goal Area)	Credits
FIN 350	Managerial Finance	3
MKTG 331	Professional Selling	3
MKTG 381	Advertising Management	3
MKTG 421	Business to Business Marketing	3
MKTG 441	Marketing Research	3
MKTG 491	Strategic Marketing Policy	3
ECON 470 OR MGMT 440 OR MKTG 471	International Business and Economics OR International Management OR International Marketing	3
MKTG Restricted Electives	MKTG 321 Retail Management MKTG 391 Consumer Behavior MKTG 411 Integrated Marketing Communications MKTG 431 Sales Management MKTG 442 Creativity and Innovation MKTG 451 e-Marketing MKTG 452 Social Media Marketing MKTG 461 Entrepreneurial Marketing MKTG 471 International Marketing	9
MKTG 499	MKTG 499 Internship in Marketing (Optional)	1-6
Additional Electives	Unrestrive upper division elective to meet 40 credits	10
MnTC Goal Courses	MNTC Courses to reach minimum of 40 credits and 10 goal areas	8
Additional Electives	Any electives to reach 120 total credit requirement for bachelor's degree	12

ALL PROGRAMS OFFERED

AA in Psychology Pathway → B.A. in Community Psychology and Health Promotion
A.S in Business Pathway → B.S. in Marketing

PROGRAM OVERVIEW

Courses will be delivered on-site, online, or a combination of the two.

It is the first collaborative agreement between the two institutions, and the first time that bachelor's degrees have been offered at Lake Superior College.

To learn more about earning a bachelor's degree from SMSU on the LSC campus should contact: advising@lsc.edu or call 218-733-7601.

To learn more about the partnership, email: onlinelearning@smsu.edu or call 507-537-7424. To learn more about Southwest Minnesota State University, visit: www.SMSU.edu.