

## MKTG2402 - Management and Marketing Seminar

Credits:	3 (3/0/0)
Description:	This seminar provides an avenue for the exploration and investigation of special study topics in management and marketing. As a career enrichment course, it is designed to integrate the coursework taken and contribute to the student's personal and/or professional career goals. Students will develop technology and decision-making skills through simulation. Students will get hands-on learning opportunities through mentorships, guest speakers, podcasts, networking events, conferences, workshops or webinars related to business. Students will work closely with Career Services for job search preparation.
Prerequisites:	• BUS2204 • BUS2206
Corequisites:	• MKTG2236
Pre/Corequisites*:	
Competencies:	<ol> <li>Apply technology skills to research, analyze and communicate business decisions.</li> <li>Collaborate effectively in a team setting.</li> <li>Apply critical thinking skills in a work environment.</li> <li>Implement effective oral and written business communication skills in a professional environment.</li> <li>Demonstrate an understanding of professional business expectations in a work environment.</li> <li>Display personal accountability and professionalism in the workplace.</li> <li>Demonstrate professional ethical practices.</li> <li>Simulate management, marketing and sales decisions in an organizational setting.</li> <li>Evaluate business problems and opportunities to formulate recommendations for courses of action.</li> <li>Analyze trends in the external environment that could affect marketing and management strategies.</li> <li>Create a professional cover letter and resume, and practice interviewing skills through mock interviews with industry partners.</li> </ol>
MnTC goal areas:	None

<sup>\*</sup>Can be taking as a Prerequisite or Corequisite.