

ASSOCIATE OF APPLIED SCIENCE

# Advertising and Marketing

Professionals in advertising and marketing can work in a variety of job atmospheres. They work to promote a company's products and services, or engage in creative thinking strategies to enhance sales opportunities. They may do public relations work to maintain a favorable image for their employer or client, write press releases or sponsor events. Others find employment in media relations, often creating advertisements for their company or clients. Advertising representatives primarily sell or solicit advertisements for newspapers, television, radio, websites, magazines and other media outlets. Experience, effective communication, creative thinking and teamwork are main components of job versatility and advancement.

## Why study advertising and marketing?

This major prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Instructional components include buyer behavior and dynamics, principles of marketing research, demand analysis, cost-volume and profit relationship, pricing theory, marketing campaigns and strategic planning, market segments, advertising methods, sales operations and management, consumer relations and retailing.

## Career choices

Professionals with their Associate of Applied Science (AAS) in Advertising and Marketing can have a variety of careers due to the interdisciplinary nature of the field. Your degree applies to many different jobs because you will learn skills that are important to a variety of industries. Some examples of advertising and marketing careers include:

- Advertising sales agent
- Assistant account manager
- Creative associate
- Communication coordinator
- Communication specialist
- Customer research associate
- Publicity director
- Fundraiser

## Focused courses for your degree

This program focuses on advertising and marketing courses specifically and include fewer of the general education courses requires in an AA or AS degree. You will study marketing, advertising, retailing, sales, management, business communications, public relations, human relations and entrepreneurship.



## COURSES REQUIRED

### Advertising and Marketing (AAS)

<b>Freshman Year</b>	<b>Fall</b>	<b>Spring</b>
BADM 201 Principles of Marketing.....	3 cr	
BADM 210 Advertising I .....	3 cr	
CSCI 101 Intro. to Computers .....	3 cr	
ENGL 110 College Composition I .....	3 cr	
UNIV 101 Leadership through Service .....	1 cr	
Elective.....	3 cr	
BADM 202 Principles of Management .....	3 cr	
BOTE 210 Business Communications.....	3 cr	
COMM 110 Fund. of Public Speaking .....	3 cr	
UNIV 102 Leadership through Service.....	1 cr	
Math/science/technology elective.....	3-4 cr	
Social science elective .....	3 cr	

<b>Sophomore Year</b>	<b>Fall</b>	<b>Spring</b>
BADM 214 Entertainment Marketing .....	3 cr	
BADM 240 Sales .....	3 cr	
BADM 260 Principles of Retailing.....	3 cr	
BOTE 108 Business Mathematics .....	3 cr	
Wellness elective .....	1 cr	
ACCT 215 Business in the Legal Environment.....	3 cr	
BADM 213 Public Relations.....	3 cr	
BADM 289 Advertising Campaigns.....	3 cr	
BADM 297 Internship.....	1 cr	
BUSN 170 Entrepreneurship.....	3 cr	
Elective.....	3 cr	

Consult with advisor for electives.

*All courses subject to change.*

Advertising and Marketing certificate curriculum can be found on DCB's website.

## CONTACT INFORMATION



Keri J. Keith, MA  
Associate Professor  
Dakota College at Bottineau  
105 Simrall Blvd.  
Bottineau, ND 58318-1198  
Ph: 701-228-5624  
keri.keith@dakotacollege.edu

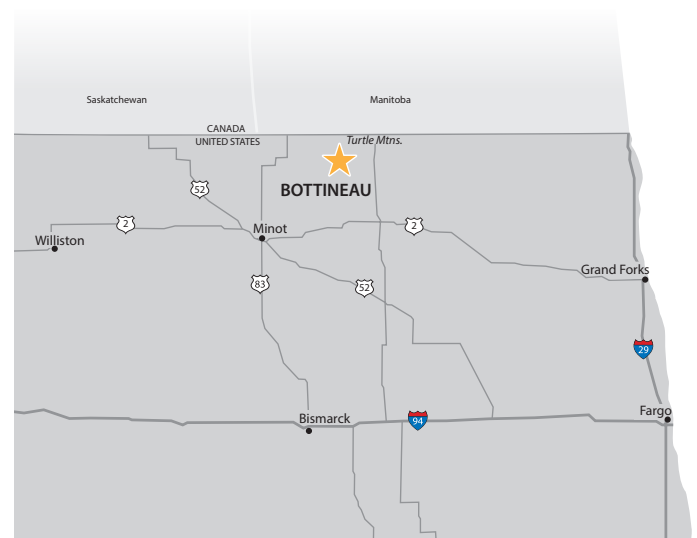
**Admission Application and Campus Tours**  
Admission/Student Services: 800-542-6866

[WWW.DAKOTACOLLEGE.EDU](http://WWW.DAKOTACOLLEGE.EDU)



## DAKOTA COLLEGE AT BOTTINEAU VISION

Dakota College at Bottineau is rooted in the past and grows towards the future by combining the best from the *Past, Present, and Future* to provide students with innovative educational opportunities. The campus will emphasize a knowledge and appreciation of *Nature*, implement a rapidly changing *Technology*, and prepare students to go *Beyond* and improve the quality of life.



DCB offers several varsity sports!  
Visit [www.dcbjacks.com](http://www.dcbjacks.com).