

See Updates and Clarifications to 2017/18 Catalog

(020) Associate in Applied Science

This program prepares students for entry-level positions such as sales representative or manager trainee. Additional training may lead to other positions such as store manager and human resources or operations manager in retail, wholesale, insurance, finance, banking or real estate firms.

Work and Employment

Marketing offers a wide range of career opportunities. The skills needed for each job vary by product line, market, and level of responsibility. Buyers purchase the best available merchandise at the lowest possible prices and expedite the delivery of goods from the producer to the consumer. Salespersons represent their products to potential buyers. Wholesale and retail sales are integral parts of a complex system of production, distribution and merchandising. Wholesale buyers purchase goods directly from manufacturers or from other wholesale firms for resale to retail firms or to commercial establishments and other institutions. Retail buyers purchase goods from wholesale firms or directly from manufacturers for resale to the public.

Special Considerations

Graduates of this program should have the following skills and aptitudes: get along well with others; able to plan and make decisions; work well under pressure; and are aggressive, persuasive, creative and resourceful.

Program Contacts at Sauk Valley Community College

Academic Advising, 815/835-6354;

Dr. Dennis Day, Professor of Accounting, 815/835-6328;

Dr. Mary Lou Kidder, Professor of Computer Information Systems, 815/835-6358;

Jose Mendez, Associate Professor of Business, 815/835-6274

Major Field Requirements

- ACC 101 - Financial Accounting 4 Semester hour(s)
- ACC 102 - Managerial Accounting 4 Semester hour(s)
- BUS 103 - Introduction to Business 3 Semester hour(s)
- BUS 105 - Fundamentals of Personal Selling 3 Semester hour(s)
- BUS 106 - Business Mathematics I 3 Semester hour(s)
- BUS 112 - Human Relations 3 Semester hour(s)
- BUS 205 - Principles of Management 3 Semester hour(s)
- BUS 210 - Marketing 3 Semester hour(s)
- BUS 211 - Introduction to International Business 3 Semester hour(s)
- BUS 213 - Retailing 3 Semester hour(s)
- BUS 216 - Advertising 3 Semester hour(s)
- BUS 222 - The Legal Environment of Business 3 Semester hour(s)
- BUS 231 - Occupational Seminar I 1 Semester hour(s)
- BUS 235 - Occupational Internship I 3 Semester hour(s)
- CIS 109 - Introduction to Microcomputers - Windows 3 Semester hour(s)

Total Hours Major Field Requirements: 45

General Education Requirements - Sem/Hrs: 18

- Communications (ENG 101, COM 131 required) 6 Semester hour(s)
- Humanities/Fine Arts 3 Semester hour(s)
- Social/Behavioral Science (ECO 211 required) 3 Semester hour(s)
- Physical/Life Science 3 Semester hour(s)

- Mathematics (MAT 106 or higher) 3 Semester hour(s)

SVCC Requirement - Sem/Hrs: 1

- FYE 101 - First Year Experience 1 Semester hour(s)

Total Hours Required for A.A.S.: 64

Suggested Program

First Semester - Sem/Hrs: 17

- ACC 101 - Financial Accounting 4 Semester hour(s)
- BUS 103 - Introduction to Business 3 Semester hour(s)
- BUS 106 - Business Mathematics I 3 Semester hour(s)
- BUS 112 - Human Relations 3 Semester hour(s)
- ENG 101 - Composition I 3 Semester hour(s)
- FYE 101 - First Year Experience 1 Semester hour(s)

Second Semester - Sem/Hrs: 16

- ACC 102 - Managerial Accounting 4 Semester hour(s)
- BUS 210 - Marketing 3 Semester hour(s)
- BUS 211 - Introduction to International Business 3 Semester hour(s)
- CIS 109 - Introduction to Microcomputers - Windows 3 Semester hour(s)
- SPE 131 - Introduction to Oral Communication 3 Semester hour(s)

Third Semester - Sem/Hrs: 15

- Mathematics or Science 3 Semester hour(s)
- BUS 105 - Fundamentals of Personal Selling 3 Semester hour(s)
- BUS 205 - Principles of Management 3 Semester hour(s)
- BUS 222 - The Legal Environment of Business 3 Semester hour(s)
- ECO 211 - Principles of Macroeconomics 3 Semester hour(s)

Fourth Semester - Sem/Hrs: 16

- Mathematics or Science 3 Semester hour(s)
- Humanities/Fine Arts 3 Semester hour(s)
- BUS 213 - Retailing 3 Semester hour(s)
- BUS 216 - Advertising 3 Semester hour(s)
- BUS 231 - Occupational Seminar I 1 Semester hour(s)
- BUS 235 - Occupational Internship I 3 Semester hour(s)

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