

(B92) Certificate

This certificate is designed specifically for individuals who are already employed in the marketing field or are seeking employment in the industry. The emphasis of this program is on sales and retailing for a sales-related position in the marketing industry.

Work and Employment

Marketing is a broad field of business activity which involves planning, promoting, and distributing high demand products and services to the market place. A marketing manager makes decisions on purchasing, production, packaging, warehousing, advertising, market research and more.

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;

John Nelson, Assistant Professor of Business, 815/835-6429.

Major Field Requirements

- BUS 103 - Introduction to Business 3 Semester hour(s)
- BUS 105 - Fundamentals of Personal Selling 3 Semester hour(s)
- BUS 222 - The Legal Environment of Business 3 Semester hour(s)
- BUS 210 - Marketing 3 Semester hour(s)
- BUS 213 - Retailing 3 Semester hour(s)
- BUS 216 - Advertising 3 Semester hour(s)

Total Hours Required for Certificate: 18

First Semester - Sem/Hrs: 9

- BUS 103 - Introduction to Business 3 Semester hour(s)
- BUS 213 - Retailing 3 Semester hour(s)
- BUS 216 - Advertising 3 Semester hour(s)

Second Semester - Sem/Hrs: 9

- BUS 105 - Fundamentals of Personal Selling 3 Semester hour(s)
- BUS 210 - Marketing 3 Semester hour(s)
- BUS 222 - The Legal Environment of Business 3 Semester hour(s)

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