

(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. Click here for further career information:

<https://www.svcc.edu/academics/programs/individual/020.html>

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 Business and Accounting, 815/835-6328;

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

Major Field Requirements - Sem/hrs: 45

- 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 Computers 3 Semester hour(s)

General Education Requirements - Sem/Hrs: 15

- 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)
- 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.: 61

Suggested Program: 8-week - cohort online course option

Summer Semester - Sem/Hrs: 3

- BUS 103 - Introduction to Business 3 Semester hour(s)
- (can also be shifted down to 16-week course)

First Semester - (Fall) Sem/Hrs: 13

1st 8 weeks

- BUS 205 - Principles of Management 3 Semester hour(s)
- ENG 101 - Composition I 3 Semester hour(s)
- FYE 101 - First Year Experience 1 Semester hour(s)

2nd 8 weeks

- CIS 109 - Introduction to Computers 3 Semester hour(s)
- ECO 211 - Principles of Macroeconomics 3 Semester hour(s)

Second Semester - (Spring) Sem/Hrs: 13

1st 8 weeks

- BUS 105 - Fundamentals of Personal Selling 3 Semester hour(s)
- BUS 210 - Marketing 3 Semester hour(s)

2nd 8 weeks

- ACC 101 - Financial Accounting 4 Semester hour(s)
- BUS 106 - Business Mathematics I 3 Semester hour(s)

Summer Semester - Sem/Hrs: 6

- BUS 112 - Human Relations 3 Semester hour(s)
- (can also be shifted down to 16-week course)
- MAT 106 - Applied Mathematics 3 Semester hour(s)
- OR HIGHER (can also be shifted down to 16-week course)

Third Semester - (Fall) Sem/Hrs: 13

1st 8 weeks

- ACC 102 - Managerial Accounting 4 Semester hour(s)
- BUS 222 - The Legal Environment of Business 3 Semester hour(s)

2nd 8 weeks

- Humanities/Fine Arts 3 Semester hour(s)
- COM 131 - Introduction to Oral Communication 3 Semester hour(s)

Fourth Semester - (Spring) Sem/Hrs: 13

1st 8 weeks

- BUS 211 - Introduction to International Business 3 Semester hour(s)
- BUS 213 - Retailing 3 Semester hour(s)

2nd 8 weeks

- 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)

Suggested Program: 16-week - online course option

First Semester - (Fall) Sem/Hrs: 14

- ACC 101 - Financial Accounting 4 Semester hour(s)
- BUS 103 - Introduction to Business 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 - (Spring) Sem/Hrs: 16

- Humanities/Fine Arts 3 Semester hour(s)
- ACC 102 - Managerial Accounting 4 Semester hour(s)
- BUS 106 - Business Mathematics I 3 Semester hour(s)
- BUS 213 - Retailing 3 Semester hour(s)
- CIS 109 - Introduction to Computers 3 Semester hour(s)

Third Semester - (Fall) Sem/Hrs: 15

- BUS 210 - Marketing 3 Semester hour(s)
- BUS 211 - Introduction to International Business 3 Semester hour(s)
- COM 131 - Introduction to Oral Communication 3 Semester hour(s)

- ECO 211 - Principles of Macroeconomics 3 Semester hour(s)
- MAT 106 - Applied Mathematics 3 Semester hour(s)
- OR HIGHER

Fourth Semester - (Spring) Sem/Hrs: 16

- Electives (ACC, BUS, CIS, OAS) 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)
- BUS 231 - Occupational Seminar I 1 Semester hour(s)
- BUS 235 - Occupational Internship I 3 Semester hour(s)

Suggested Program: 16-week-online/in class course option*

First Semester - (Fall) Sem/Hrs: 14

- ACC 101 - Financial Accounting 4 Semester hour(s)
- BUS 103 - Introduction to Business 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 - (Spring) Sem/Hrs: 16

- ACC 102 - Managerial Accounting 4 Semester hour(s)
- BUS 106 - Business Mathematics I 3 Semester hour(s)
- BUS 205 - Principles of Management 3 Semester hour(s)
- BUS 213 - Retailing 3 Semester hour(s)
- CIS 109 - Introduction to Computers 3 Semester hour(s)

Third Semester - (Fall) Sem/Hrs: 15

- Humanities/Fine Arts 3 Semester hour(s)
- BUS 210 - Marketing 3 Semester hour(s)
- BUS 211 - Introduction to International Business 3 Semester hour(s)
- COM 131 - Introduction to Oral Communication 3 Semester hour(s)
- ECO 211 - Principles of Macroeconomics 3 Semester hour(s)

Fourth Semester - (Spring) Sem/Hrs: 16

- Electives (ACC, BUS, CIS, OAS) 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 231 - Occupational Seminar I 1 Semester hour(s)
- BUS 235 - Occupational Internship I 3 Semester hour(s)
- MAT 106 - Applied Mathematics 3 Semester hour(s)
- OR HIGHER

Notes

*Although this suggested course sequence is mostly 16-week options, there are four courses that will be in the 8-week online format.

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