

(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. Click here for further career information: <https://www.svcc.edu/academics/programs/individual/b92.html>

Program Contacts at Sauk Valley Community College

Academic Advising, 815/835-6354

Total Hours Required - 18 Hours

Major Field Requirements

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

Suggested Program

First Semester - 9 Hours

- BUS 103 - Intro to Business (3 Semester Hours)
- BUS 210 - Marketing (3 Semester Hours)
- BUS 222 - The Legal Environment of Bus (3 Semester Hours)

Second Semester - 9 Hours

- BUS 105 - Fundamentals Personal Selling (3 Semester Hours)
- BUS 213 - Retailing (3 Semester Hours)
- BUS 216 - Advertising (3 Semester Hours)