

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**

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- Academic Advising, 815-835-6354
- Emily Zimmerman, Assistant Professor of Business/CEO 815-835-6259
- Jonathan E. Devereueawax, Associate Professor, Economics 815-835-6393

## **Total Hours Required - 18 Hours**

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### **Major Field Requirements**

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- BUS 103 - Intro to Business (3 Semester Hours)
- BUS 105 - Fundamentals Personal Selling (3 Semester Hours)
- BUS 210 - Marketing (3 Semester Hours)
- BUS 215 - E-Commerce & Social Media Mktg (3 Semester Hours)
- BUS 216 - Advertising (3 Semester Hours)
- BUS 222 - The Legal Environment of Bus (3 Semester Hours)

## **Suggested Program**

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### **First Semester - 9 Hours**

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- 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**

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- BUS 105 - Fundamentals Personal Selling (3 Semester Hours)
- BUS 215 - E-Commerce & Social Media Mktg (3 Semester Hours)
- BUS 216 - Advertising (3 Semester Hours)