

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 persuasive, creative, and resourceful.

Program Contacts at Sauk Valley Community College

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

Total Hours Required - 61 Hours

Major Field Requirements - 45 Hours

- ACC 101 - Financial Accounting (4 Semester Hours)
- ACC 102 - Managerial Accounting (4 Semester Hours)
- BUS 103 - Intro to Business (3 Semester Hours)
- BUS 105 - Fundamentals Personal Selling (3 Semester Hours)
- BUS 106 - Business Mathematics I (3 Semester Hours)
- BUS 112 - Human Relations (3 Semester Hours)
- BUS 205 - Principles of Management (3 Semester Hours)
- BUS 210 - Marketing (3 Semester Hours)
- BUS 211 - Intro to Internatl Business (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)
- BUS 231 - Occupational Seminar I (1 Semester Hours)
- BUS 235 - Occupational Internship I (3 Semester Hours)
- CIS 109 - Introduction to Computers (3 Semester Hours)

General Education Requirements - 15 Hours

- 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 - 1 Hours

- FYE 101 - First Year Experience (1 Semester Hours)

Suggested Program

First Semester - (Fall) - 14 Hours

- ACC 101 - Financial Accounting (4 Semester Hours)
- BUS 103 - Intro to Business (3 Semester Hours)
- BUS 112 - Human Relations (3 Semester Hours)
- ENG 101 - Composition I (3 Semester Hours)
- FYE 101 - First Year Experience (1 Semester Hours)

Second Semester - (Spring) - 16 Hours

- Humanities/Fine Arts 3 Semester hour(s)
- ACC 102 - Managerial Accounting (4 Semester Hours)
- BUS 106 - Business Mathematics I (3 Semester Hours)
- BUS 216 - Advertising (3 Semester Hours)
- CIS 109 - Introduction to Computers (3 Semester Hours)

Third Semester - (Fall) - 15 Hours

- BUS 205 - Principles of Management (3 Semester Hours)
- BUS 210 - Marketing (3 Semester Hours)
- BUS 222 - The Legal Environment of Bus (3 Semester Hours)
- COM 131 - Intro to Oral Communication (3 Semester Hours)
- ECO 211 - Principles of Macroeconomics (3 Semester Hours)

Fourth Semester - (Spring) - 16 Hours

- BUS 105 - Fundamentals Personal Selling (3 Semester Hours)
- BUS 211 - Intro to Internatl Business (3 Semester Hours)
- BUS 215 - E-Commerce & Social Media Mktg (3 Semester Hours)
- BUS 231 - Occupational Seminar I (1 Semester Hours)
- BUS 235 - Occupational Internship I (3 Semester Hours)
- MAT 106 - Applied Mathematics (3 Semester Hours)

OR

HIGHER