

Academic Programs

Marketing and Management - Associate in Applied Science (019)

This program has been designed for persons seeking employment or advancement in middle management positions in business and industry. The program offers a student the opportunity to combine classroom instruction with on-the-job work experience. The program is designed to prepare a student for positions in human resources, sales, advertising, merchandising, and production.

Work and Employment

Marketing and management offer a wide range of career opportunities. The skills needed for each job vary by level of responsibility. Graduates from this program can pursue a variety of job opportunities such as wholesale or retail buyers, salespersons, management, and mid-level management.

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.

Managers are needed in every business to plan, control and direct major functions toward organizational goals. The many job titles used for managers demonstrate the variety of responsibilities and positions in which managers work.

Mid-level managers hold intermediary positions between supervisory and top management. They might be responsible for a specific region, division, or activity in sales, service, or production.

Special Considerations

Graduates usually have the following skills and aptitudes: maintain high employee morale; communicate clearly in speech and in writing; show organization, objectivity, tactfulness, and responsibility; think logically; make ethical decisions, and create a resourceful network.

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

- ACC101 - Financial Accounting (4 Semester Hours)
- ACC102 - Managerial Accounting (4 Semester Hours)
- BUS103 - Intro to Business (3 Semester Hours)
- BUS105 - Principles of Sales (3 Semester Hours)
- BUS106 - Business Mathematics (3 Semester Hours)
- BUS112 - Human Relations (3 Semester Hours)
- BUS155 - Materials Management (3 Semester Hours)

OR

- BUS216 - Advertising (3 Semester Hours)
- BUS205 - Principles of Management (3 Semester Hours)
- BUS210 - Marketing (3 Semester Hours)

- BUS211 - Intro to Internatl Business (3 Semester Hours)
- BUS215 - E-Commerce & Social Media Mktg (3 Semester Hours)
- BUS222 - The Legal Environment of Bus (3 Semester Hours)
- BUS231 - Occupational Seminar I (1 Semester Hours)
- BUS235 - Occupational Internship I (3 Semester Hours)
- CIS109 - Introduction to Computers (3 Semester Hours)

General Education Requirements - 15 Hours

- Communications (ENG 101, COM 131 required) 6 Semester hour(s)
- Social/Behavioral Science (ECO 211, ECO 212 required) 6 Semester hour(s)
- Humanities/Fine Arts (PHL 103 recommended) 3 Semester hour(s)

SVCC Requirement - 1 Hours

- FYE101 - First Year Experience (1 Semester Hours)

Suggested Program

First Semester - (Fall) - 14 Hours

- ACC101 - Financial Accounting (4 Semester Hours)
- BUS103 - Intro to Business (3 Semester Hours)
- BUS112 - Human Relations (3 Semester Hours)
- ENG101 - Composition I (3 Semester Hours)
- FYE101 - First Year Experience (1 Semester Hours)

Second Semester - (Spring) - 16 Hours

- Humanities/Fine Arts 3 Semester hour(s)
- ACC102 - Managerial Accounting (4 Semester Hours)
- BUS106 - Business Mathematics (3 Semester Hours)
- BUS205 - Principles of Management (3 Semester Hours)
- CIS109 - Introduction to Computers (3 Semester Hours)

Third Semester - (Fall) - 15 Hours

- BUS210 - Marketing (3 Semester Hours)
- BUS215 - E-Commerce & Social Media Mktg (3 Semester Hours)
- BUS222 - The Legal Environment of Bus (3 Semester Hours)
- COM131 - Intro to Oral Communication (3 Semester Hours)
- ECO211 - Principles of Macroeconomics (3 Semester Hours)

Fourth Semester - (Spring) - 16 Hours

- Electives (ACC, BUS, CIS) 3 Semester hour(s)
- Mathematics 3 Semester Hour(s)
- BUS105 - Principles of Sales (3 Semester Hours)
- BUS211 - Intro to Internatl Business (3 Semester Hours)
- BUS231 - Occupational Seminar I (1 Semester Hours)
- BUS235 - Occupational Internship I (3 Semester Hours)