

Academic Programs

Marketing - Certificate (B92)

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

- 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 - 18 Hours

Major Field Requirements

- BUS103 - Intro to Business (3 Semester Hours)
- BUS105 - Principles of Sales (3 Semester Hours)
- BUS210 - Marketing (3 Semester Hours)
- BUS215 - E-Commerce & Social Media Mktg (3 Semester Hours)
- BUS216 - Advertising (3 Semester Hours)
- BUS222 - The Legal Environment of Bus (3 Semester Hours)

Suggested Program

First Semester - 9 Hours

- BUS103 - Intro to Business (3 Semester Hours)
- BUS210 - Marketing (3 Semester Hours)
- BUS222 - The Legal Environment of Bus (3 Semester Hours)

Second Semester - 9 Hours

- BUS105 - Principles of Sales (3 Semester Hours)
- BUS215 - E-Commerce & Social Media Mktg (3 Semester Hours)
- BUS216 - Advertising (3 Semester Hours)