

**Associate in Applied Science**

# Marketing and Management

## THE PROGRAM

Every day, newspapers, TV, radio, and the Internet send key messages to millions of consumers across the world through marketing. These messages affect everyone in myriad ways, determining what we buy, why we buy it, and when we buy it. Nearly every decision made by the average person involves marketing in some aspect from what brand of shoes are popular to choosing a career and college.

The Marketing and Management Program at Kishwaukee College is designed to prepare students for entry level positions in marketing and management. Since over a quarter of the work force is involved in some form of marketing or management, many career opportunities are available for students. Close cooperation between the College and local businesses helps insure necessary training is provided to compete in a dynamic business environment. Requires 60 credit hours.

## CAREER OPPORTUNITIES

Business professionals are limited only by their imaginations when it comes to finding — or creating — careers in today's dynamic global marketplace. Business professionals work in a variety of settings ranging from the autonomy of running one's own business to the more team-centered environment of working for a multinational organization. Students in the management and marketing fields find challenging and rewarding careers in service, retail, distribution, manufacturing and myriad other areas.

### FIRST YEAR

Fall Semester		
BUS 101	Introduction to Business	(3)
BUS 120	Business Mathematics <b>OR</b>	
MAT 150	College Algebra <b>OR</b> higher level math	(3-4)
CSD 100	The College Experience <b>OR</b>	
CSD 101	Career Planning <b>OR</b>	
ENG 111	College Study Skills	(2)
ENG 103	Rhetoric and Composition <b>OR</b>	
ENG 109	Introduction to Technical Writing	(3)
MM 149	Introduction to Marketing	(3)
	MM Elective	(3)
Spring Semester		
ACC 108	Business Accounting <b>OR</b>	
ACC 121	Financial Accounting	(3-4)
BUS 130	Human Relations	(3)
BUS 150	Legal/Social Environment of Business <b>OR</b>	
BUS 256	Business Law	(3)
BUS 162	Introduction to Management	(3)
	MM Elective	(3)

### SECOND YEAR

Fall Semester		
COM 100	Oral Communication <b>OR</b>	
COM 108	Communication in the Workforce	(3)
ECO 260	Principles of Macroeconomics <b>OR</b>	
ECO 261	Principles of Microeconomics	(3)
PLS 140	Intro to American Government/Politics <b>OR</b>	
PLS 240	State and Local Government	(3)
PSY 102	Introduction to Psychology	(3)
Spring Semester		
CIS 123	Management Information Systems	(3)
MM 259	Introduction to Finance	(3)
OS 133	Spreadsheet/Excel	(3)
	MM or OS Elective	(5-7)

### MM & OS ELECTIVES

MM 233	Retail Management	(3)
MM 234	Advertising and Promotion	(3)
MM 237	Supervision	(3)
MM 250	Leadership Development	(3)
MM 264	Human Resource Management	(3)
MM 266	Principles of Sales	(3)
MM 269	Entrepreneurship	(3)
MM 280	Materials Management Processes	(3)
MM 299	Internship Marketing or Management	(4)
OS 135	Database Access	(3)
OS 138	QuickBooks	(3)
OS 156	Desktop Publishing/Publisher	(3)
OS 246	Business Communications	(3)

## Additional Sources of Information:

### DEPARTMENT

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### STUDENT SERVICES

Advising  
 815-825-9375