MARKETING

Program Overview
Marketing is a critical function within any company or organization. Marketers handle promotion, pricing, product development and distribution of goods and services, as well as marketing research and strategy. They must stay abreast of current trends, developments and ideas in order to effectively target and connect with customers.

Marketing is a dynamic field that offers career opportunities in e-commerce, international marketing, manufacturing, wholesaling, retailing, advertising, merchandising, selling, customer service and public relations.

MCC’s Marketing Program gives students the knowledge, theory, tools and tactics to succeed in the field. The curriculum includes general marketing education as well as opportunities for specialization.

For more information, visit: www.mchenry.edu/marketing

The primary purpose of an Associate in Applied Science degree is to prepare students for employment. The AAS degree is not designed specifically for transfer; however, there are opportunities to apply some coursework or the whole degree to a bachelor’s degree program. For more information, see an academic advisor and the department chair.

Requirements for the Associate in Applied Science (AAS) in Marketing

<table>
<thead>
<tr>
<th>Curriculum: OCC 130</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Education Core</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Communications</strong></td>
<td>(3) ENG 105 Technical Communications (3) ENG 151 Composition I (3) SPE 151 Intro to Speech</td>
</tr>
<tr>
<td>2 courses ENG 151 and SPE 151 recommended</td>
<td></td>
</tr>
<tr>
<td><strong>Humanities &amp; Fine Arts</strong></td>
<td>(3) SPE 251 Intercultural Communication (3) SPE 265 Fundamentals of Oral Interpretation</td>
</tr>
<tr>
<td>1 course PHI 251 recommended</td>
<td></td>
</tr>
<tr>
<td><strong>Mathematics or Physical Sciences or Life Sciences</strong></td>
<td>(3) GEG 107 Physical Geography (3) GEG 220 The Global Environment (4) HRT 103 Intro to Plant Science</td>
</tr>
<tr>
<td>1 course</td>
<td></td>
</tr>
<tr>
<td><strong>Social and Behavioral Sciences</strong></td>
<td>(3) HIS Intro to Plant Science (3) PLT Physical Science (3) PSY Intro to Psychology (3) SOC Social Science</td>
</tr>
</tbody>
</table>
## Program Core

36 credit hours

- (3) ACC 151 Financial Accounting
- (3) ACC 152 Management Accounting
- (3) BUS 145 Business Applications of Mathematics
- (3) BUS 150 Intro to Business
- (3) BUS 155 Business Communication
- (3) BUS 240 Commercial Law
- (3) CDM 110 Computer Literacy for Windows or (3) CDM 111 Computer Literacy for Mac
- (3) BUS 175 Intro International Business or (3) BUS 220 Human Relations & Team Building
- (3) MKT 110 Principles of Marketing
- (3) MKT 120 Principles of Advertising
- (3) MKT 130 Professional Selling
- (3) MKT 155 Electronic Commerce (e-commerce)

### Program Electives

2-3 credit hours

Choose courses from catalog with prefix ACC, AOM, BUS, CDM, CIS, DGM, IBS, MAT (100 level or above), MGT, NET 180, or WEB 105. (AOM 130,132, or MGT 150 recommended)

**NOTE:** Effective Fall 2012, courses with the IBS prefix were changed to the BUS prefix. Courses taken prior to Fall 2012 with the IBS prefix will continue to satisfy this requirement.

Please select one of the following options: Professional Selling or Specialized (9 credit hours required)

### Professional Selling Option

9 credit hours

- (3) BUS 175 Intro: International Business
- (3) MKT 248 Direct Marketing
- (3) MKT 249 Marketing Internship
- (3) MKT 250 Marketing Practicum
- (3-6) MKT 290 Topics + Issues in Marketing

### Specialized Option

9 credit hours

Department chair of Business can work with student to design a marketing option that more specifically meets the student’s career objectives.

**Total Degree Credits**: 62-63

### Other AAS Graduation Requirements:

- 2.0 minimum cumulative GPA at MCC upon completion of program
- 15 semester hours of program-specific coursework taken at MCC
- Completion of graduation application
- Completion of end-of-program assessment as directed by this department

## Requirements for the Marketing Certificate

### Curriculum: OCC 131 Credit Hours

<table>
<thead>
<tr>
<th>Program Core</th>
<th>21 credit hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>(3) BUS 240 Commercial Law</td>
<td>(3) MGT 150 Principle of Management</td>
</tr>
<tr>
<td>(3) CDM 110 Computer Literacy for Windows or (3) CDM 111 Computer Literacy for Mac</td>
<td>(3) MKT 110 Principles of Marketing</td>
</tr>
<tr>
<td>(3) ECO 251 Microeconomics</td>
<td>(3) SPE 151 Intro to Speech</td>
</tr>
<tr>
<td>(3) ENG 151 Composition</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Electives 12 credit hours</th>
<th>12 credit hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>(3) BUS 175 Intro: International Business</td>
<td>(3) MKT 155 Electronic Commerce (e-commerce)</td>
</tr>
<tr>
<td>(3) MKT 120 Principles of Advertising</td>
<td>(3) MKT 249 Marketing Internship</td>
</tr>
<tr>
<td>(3) MKT 130 Professional Selling</td>
<td>(3) MKT 250 Marketing Practicum</td>
</tr>
<tr>
<td>(3) MKT 140 Principles of Retailing</td>
<td>(3) MKT 264 International Marketing</td>
</tr>
</tbody>
</table>

**Total Certificate Credits**: 33

For more information, visit: [www.mchenry.edu/marketingcertificate](http://www.mchenry.edu/marketingcertificate)
### Requirements for the Marketing Management Certificate

<table>
<thead>
<tr>
<th>Curriculum: OCC 135</th>
<th>Credit Hours</th>
<th>Requirements</th>
</tr>
</thead>
</table>
| **Program Core**    | 6            | (3) MGT 150 Principles of Management  
(3) MKT 110 Principles of Marketing |
| **Program Electives** | 6            | (3) BUS 175 Intro: International Business  
(3) MGT 205 Creative Leadership  
(3) MGT 210 Human Resource Management  
(3) MGT 230 Experiencing Management Decisions  
(3) MKT 120 Principles of Advertising  
(3) MKT 130 Professional Selling |
|                     |              | (3) MKT 140 Principles of Retailing  
(3) MKT 155 Electronic Commerce (e-commerce)  
(3) MKT 248 Direct Marketing  
(3) MKT 249 Marketing Internship  
(3) MKT 250 Marketing Practicum  
(3) MKT 264 International Marketing |
| **Total Certificate Credits** | 12         |              |

For more information, visit: [www.mchenry.edu/marketingmanagement](http://www.mchenry.edu/marketingmanagement)

### Requirements for the Professional Selling Certificate

<table>
<thead>
<tr>
<th>Curriculum: OCC 137</th>
<th>Credit Hours</th>
<th>Requirements</th>
</tr>
</thead>
</table>
| **Program Core**    | 9            | (3) MKT 110 Principles of Marketing  
(3) MKT 130 Professional Selling |
|                     |              | (3) SPE 151 Intro to Speech |
| **Program Electives** | 3            | (3) BUS 175 Intro: International Business  
(3) MKT 140 Principles of Retailing |
|                     |              | (3) MKT 155 Electronic Commerce (e-commerce)  
(3) MKT 248 Direct Marketing  
(3) MKT 264 International Marketing |
| **Total Certificate Credits** | 12         |              |

For more information, visit: [www.mchenry.edu/professionalselling](http://www.mchenry.edu/professionalselling)

**Other Certificate Graduation Requirements:**

- 2.0 minimum cumulative GPA at MCC upon completion of program
- Completion of graduation application
- Completion of end-of-program assessment as directed by this department for OCC 131 Marketing Certificate

For more information, contact the department chair: (815) 455-8732.