

## 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](http://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

Curriculum: OCC 130	Credit Hours		
<b>General Education Core</b>			
<b>Communications</b> 2 courses ENG 151 and SPE 151 recommended	6	(3) ENG 105 Technical Communications (3) ENG 151 Composition I	(3) ENG 152 Composition II (3) SPE 151 Intro to Speech
<b>Humanities &amp; Fine Arts, Social &amp; Behavioral Sciences</b> Select 1 course from Humanities & Fine Arts <b>and</b> 1 course from Social & Behavioral Sciences ECO 251 and PHI 251 recommended	6	<b>Humanities &amp; Fine Arts</b> <i>Select 1 course from the following prefixes or course numbers:</i> ART (does not include: 166, 190, 290, 299) (3) AET 141 Interior Design I (3) AET 142 History of Interiors (3) AET 241 Interior Design II (3) DGM 168 Computer Art I ENG (does not include: 088-099, 105, 151, 152) FRE GER (3) GRA 167 Graphic Design I (3) JRN 152 Intro to Mass Communication (3) JRN 155 Newswriting (3) JRN 165 Intro to Broadcasting (3) JRN 170 Feature Writing (3) JRN 180 Intro to Film MUS (does not include: 100, 104, 111, 160, 161, 162, 201-219) PHI	<b>Humanities &amp; Fine Arts cont'd.</b> (4) SPA 151 Elementary Spanish I (4) SPA 252 Intermediate Spanish II (4) SPA 152 Elementary Spanish II (4) SPA 251 Intermediate Spanish I (3) SPE 155 Interpersonal Communication (3) SPE 161 Small Group Communication (3) SPE 251 Intercultural Communication (3) SPE 265 Fundamentals of Oral Interpretation THE  <b>Social &amp; Behavioral Sciences</b> <i>Select 1 course from the following prefixes or course numbers:</i> ANT ECO (3) GEG 202 Geog. of the Developed World (3) GEG 203 Geog. of the Developing World (3) GEG 204 Economic Geography HIS PLT PSY SOC
<b>Mathematics, Physical or Life Sciences, Technology</b> Select 1 course from Mathematics, Physical or Life Sciences, <b>or</b> Technology	3	<b>Mathematics</b> MAT (100 level or above)  <b>Physical or Life Sciences</b> <i>Select from the following prefixes or course numbers:</i> BIO CHM EAS (4) GEG 107 Physical Geography (3) GEG 123 Energy Resources (3) GEG 220 The Global Environment	<b>Physical or Life Sciences cont'd.</b> GEL (3) HFE 250 Nutrition for Wellness (4) HRT 103 Intro to Plant Science (4) HRT 105 Intro to Soil Science PHY  <b>Technology</b> (3) AET 151 Computer Aided Design Graphics I (3) GRA 100 Adobe Design Suite (3) PRG 105 Programming Logic (3) WEB 105 Web Fundamentals

<b>Program Core</b>	42	(3) ACC 151 Financial Accounting (3) AOM 140 Integrated Office Applications (3) BUS 145 Business Applications of Mathematics (3) BUS 150 Intro to Business (3) BUS 155 Business Communication (3) BUS 240 Commercial Law	(3) MGT 150 Principles of Management (3) MKT 110 Principles of Marketing (3) MKT 120 Principles of Advertising (3) MKT 130 Professional Selling (3) MKT 140 Principles of Retailing (3) MKT 160 Social Media Marketing (3) MKT 225 Consumer Behavior (3) MKT 264 International Marketing
<b>Program Electives</b>	3	Choose courses from catalog with prefix AOM, BUS, CDM, DGM, MGT, MKT, or WEB. (AOM 130, AOM 132 or MKT 249 recommended)	
<b>Total Degree Credits</b>	60		

**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**

<b>Curriculum: OCC 131</b>	<b>Credit Hours</b>		
<b>Program Core</b>	30	(3) AOM 140 Integrated Office Applications (3) BUS 150 Intro to Business (3) BUS 155 Business Communications (3) MKT 110 Principles of Marketing (3) MKT 120 Principles of Advertising	(3) MKT 130 Professional Selling (3) MKT 140 Principles of Retailing (3) MKT 160 Social Media Marketing (3) MKT 225 Consumer Behavior (3) MKT 264 International Marketing
<b>Total Certificate Credits</b>	30		

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

**Requirements for the Marketing Management Certificate**

<b>Curriculum: OCC 135</b>	<b>Credit Hours</b>		
<b>Program Core</b>	18	(3) MGT 150 Principles of Management (3) MKT 110 Principles of Marketing (3) MKT 120 Principles of Advertising	(3) MKT 130 Professional Selling (3) MKT 160 Social Media Marketing (3) MKT 225 Consumer Behavior
<b>Total Certificate Credits</b>	18		

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

**Requirements for the Professional Selling Certificate**

<b>Curriculum: OCC 137</b>	<b>Credit Hours</b>		
<b>Program Core</b>	18	(3) BUS 150 Intro to Business (3) BUS 155 Business Communication (3) MKT 110 Principles of Marketing (3) MKT 130 Professional Selling	(3) MKT 160 Social Media Marketing (3) MKT 225 Consumer Behavior
<b>Total Certificate Credits</b>	18		

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

### Requirements for the Retail Marketing Specialist Certificate

Curriculum: OCC 132	Credit Hours		
Program Core	18	(3) BUS 155 Business Communication (3) MKT 110 Principles of Marketing (3) MKT 130 Professional Selling	(3) MKT 140 Principles of Retailing (3) MKT 160 Social Media Marketing (3) MKT 225 Consumer Behavior
Total Certificate Credits	18		

### Requirements for the Small Business Marketing Certificate

Curriculum: OCC 138	Credit Hours		
Program Core	16	(3) BUS 162 Entrepreneurship Business Planning (3) MKT 110 Principles of Marketing (3) MKT 130 Professional Selling	(3) MKT 160 Social Media Marketing (3) MKT 225 Consumer Behavior (1) MKT 249 Marketing Internship
Total Certificate Credits	16		

### Requirements for the Social Media Marketing Certificate

Curriculum: OCC 139	Credit Hours		
Program Core	12	(3) BUS 150 Introduction to Business (3) BUS 155 Business Communication (3) MKT 110 Principles of Marketing (3) MKT 160 Social Media Marketing	
Total Certificate Credits	12		

#### Other Certificate Graduation Requirements:

- 2.0 minimum cumulative GPA at MCC upon completion of program
- For certificates of less than 12 credit hours, all required credits must be completed through MCC coursework. For all other certificates, one-half of the minimum credit hours required must be completed through MCC coursework.
- 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.**