

www.clcillinois.edu/programs/bus

Program Overview

Business and Social Sciences Division
Room T302, (847) 543-2047

MARKETING (Certificate) Plan 22BG

This certificate prepares students for marketing positions such as sales, promotion and marketing management.

ENG 121	English Composition I.....	3
BUS 121	Introduction to Business.....	3
BUS 122	Principles of Marketing.....	3
BUS 212	Business to Business Marketing <i>or</i>	
BUS 239	Social Media/Networking in Business.....	3
BUS 213	Principles of Professional Selling.....	3
BUS 214	Advertising.....	3
BUS 223	Principles of Management.....	3
BUS 237	Managerial Communication.....	3
BUS 238	Project Management.....	3

Total Hours for Certificate 27

SUPERVISION (Certificate) Plan 22BK

This certificate prepares students for various areas of management which require skills in communication, interpersonal relations and general business operations.

ENG 121	English Composition I.....	3
BUS 113	Human Resource Management.....	3
BUS 115	Elements of Supervision.....	3
BUS 121	Introduction to Business.....	3
BUS 223	Principles of Management.....	3
BUS 237	Managerial Communication.....	3
BUS 238	Project Management.....	3
	Electives (see list below).....	6

Total Hours for Certificate 27

Electives

BUS 215	Operations Management.....	3
BUS 233	Management Skills.....	3
BUS 253	Leadership.....	3

ENTREPRENEURSHIP/ SMALL BUSINESS MANAGEMENT (Certificate) Plan 22BE

This certificate provides students with the skills and knowledge needed to start and operate a small business.

ACC 110	Accounting in Business <i>or</i>	
ACC 121	Financial Accounting.....	2-4
BUS 121	Introduction to Business.....	3
BUS 122	Principles of Marketing.....	3
BUS 131	Entrepreneurship.....	3
BUS 215	Operations Management.....	3
BUS 219	Small Business Management..	3
	Electives (see list below).....	9-10

Total Hours for Certificate 26-29

Electives

Select a minimum of nine hours from the list below:

BUS 113	Human Resource Management.....	3
BUS 115	Elements of Supervision.....	3
BUS 119	Personal Finance.....	3
BUS 213	Principles of Professional Selling.....	3
BUS 214	Advertising.....	3
BUS 221	Business Law I.....	3
BUS 222	Business Law II/ Corporate & Securities Law....	3
BUS 223	Principles of Management.....	3
BUS 233	Management Skills.....	3
BUS 237	Managerial Communication.....	3
BUS 238	Project Management.....	3
BUS 253	Leadership.....	3
	Any ACC Course.....	3-4

Getting Started

Visit www.clcillinois.edu/admission for steps on how to register.

Typical Jobs

Marketing Assistant

- Marketing Coordinator
- Commercial Marketing Specialist
- Marketing Assistant

Supervision

- Operations Supervisor
- General Manager
- Operations Coordinator
- Store Manager
- Production Foreman or Supervisor

Retail Management

- Sales Associate
- Sales Floor Supervisor
- Assistant Department Manager
- Department Manager
- Retail Merchandiser
- Personal Shopper/Stylist
- Assistant Store Manager
- Store Manager

Salary and Job Outlook

For the latest information, visit www.mynextmove.org or the Bureau of Labor Statistics online at www.bls.gov. Gainful employment data is available at www.clcillinois.edu/gainfulemployment.

Employers

Small and medium size businesses look for marketing associates, managers and supervisors. Large employers, such as Abbott, Baxter and Motorola, typically require a four-year degree. Many CLC graduates are already employed and are able to apply for higher level positions within their company with an A.A.S degree.

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Program Overviews

The Marketing certificate is a concentrated group of classes focused solely on marketing and its role in the organization. These classes provide the skills needed for an entry-level marketing assistant.

The Supervision certificate is perfect for the person who understands their job, but is seeking to advance to a greater role as supervisor. These classes focus on the important hard and soft skills needed when supervising other employees.

The Entrepreneurship/Small Business Management certificate is a concentrated group of classes specifically designed to help the prospective small business owner with the accounting/management/marketing skills that are important in creating a successful small business in any area.

Career Paths

Marketing and Supervision

Whatever the career path you choose, it is likely that you will be marketing something (yourself, your company, a non-profit program, etc.), and that you will be working with and/or leading people. The A.A.S. Marketing and Supervision degrees (and certificates) will give you the tools to succeed in both these areas. These skills become increasingly important as your career progresses and as you take on greater responsibilities at work.

Small Business Management

If you would like to open your own business someday, or already own a business, the Small Business Management certificate will help you with launching the business (e.g. preparing a business or marketing plan) or running it better (marketing your products or services more effectively).

Valuable Life Skills

The business degrees and certificates teach you not just business skills, but critical life skills. The ability to lead people (supervision) and to persuade people to buy a product or service (marketing) have value far beyond just the classroom and even the business world. Not only will these degrees help you find a job, but they will also empower you in other areas, for example, in managing and investing your money.

Contact Info

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