



# **BUSINESS, MANAGEMENT AND MARKETING**

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Business careers are as diverse as the world economy, and there are countless positions that fall under the business category. Nearly every sector of the economy needs professionals with knowledge of business, economics, information systems, people and project management, organization and strategic planning, which can be gained by an education in management. A background in marketing offers students expertise in business, communications, research and analysis, sales and teamwork. Graduates can apply business, management and marketing knowledge to fulfill the needs of a variety of professional roles within any industry. In addition, individuals with entrepreneurial spirit can use the skills and knowledge gained through these programs to start, run and grow successful businesses.



The Business, Management and Marketing programs at College of DuPage provide fundamental and advanced education, practice in essential business principles, and expertise in the specialized areas of management and marketing. Our associate degrees and certificate programs cover a variety of disciplines, enabling students to customize their educational experience according to their goals, interests and strengths. In addition, College of DuPage offers seamless transfer opportunities, such as the innovative 3+1 articulated agreement with Benedictine University, that provide an affordable and convenient educational path on the road to success.

**For a complete list of courses in this program visit:**  
[cod.edu/catalog](http://cod.edu/catalog)



## WHY COLLEGE OF DuPAGE IS RIGHT FOR YOU

Whether you are preparing for a career in business, management or marketing, planning to transfer to a four-year baccalaureate-granting institution, planning to start your own business, or updating your skills, College of DuPage has the right program for you. We offer:

- Dedicated instructors with years of practical industry experience and teaching experience.
- Instruction in top-notch facilities.
- Flexible schedules with day and evening classes, online learning and accelerated hybrid classes.
- Practical, hands-on experience as well as classroom-based studies.
- Affordable programs that get you on the fast track to success without breaking the bank.
- Programs designed to prepare students with the skills that are in demand by today's employers.
- Articulated transfer programs with several prestigious universities that facilitate a convenient, affordable and streamlined approach to earning a baccalaureate degree.





Laura Pekarik — Business

“COD is where I began thinking about what to do as a career path. In addition to taking business classes, I dabbled in accounting, marketing and math courses. All of the teachers really cared about my grades and supported me. I also liked the mix of adult and younger students because I learned from the varied opinions that these different generations had to offer.”

## ASSOCIATE IN APPLIED SCIENCE (A.A.S.) IN MANAGEMENT

The A.A.S. degree program in Management prepares students for supervisory positions in small- to medium-sized businesses, depending on course selection. Graduates typically enter lower management positions directly from college or establish their own businesses or are promoted with their current employer. The curriculum covers business-related topics, including principles of management, marketing and organizational behavior, business ethics and business law, as well as subjects such as accounting, computer information systems, economics and general psychology. Students are required to complete a minimum of 64 credits of coursework that includes 34 credits in core required classes, 12 to 16 credits of general education classes, and 18 credits in approved program electives. After completing the A.A.S. degree in management, earn a Bachelor of Arts in Management through the innovative 3+1 agreement with Benedictine University, or a 3+1 Bachelor of Arts in Health Care Management with Concordia University.

# CERTIFICATES IN MANAGEMENT

The management program offers a variety of certificates that enable students to gain core competencies in business, working professionals to upgrade skills and marketability, and business owners to grow their businesses.

## **Business Environment and Concepts Certificate**

The Business Environment and Concepts certificate is designed for CPA examination candidates who have earned a baccalaureate degree in a discipline other than business.

## **Entrepreneurship Certificate**

The Entrepreneurship certificate provides students with the knowledge and skills involved in the marketing and management of entrepreneurial enterprises, including accounting, business budgeting and planning, product development and start-up financing.

## **Human Resource Management Certificate**

The Human Resource Management certificate is designed to provide entry-level human resource generalist and specialist content and competency development for individuals seeking careers in human resource positions.

## **Management Certificate**

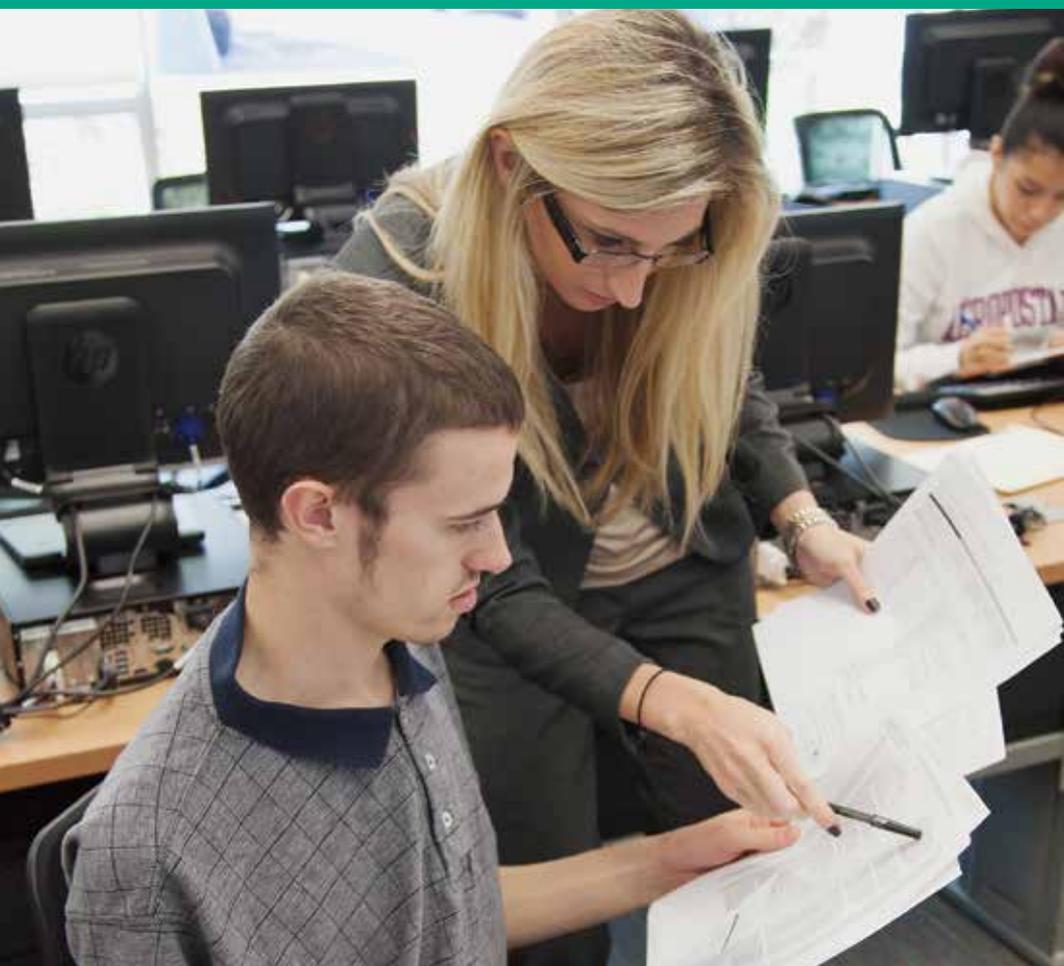
The Management certificate provides students with core competencies required for a variety of positions in management. The curriculum covers accounting, business, business law, computer information systems, human resource management, principles of management, principles of marketing and organizational behavior.

## **Organizational Leadership Certificate**

The Organizational Leadership certificate provides students with the core competencies required to excel in leadership roles within nearly any organization.

## **Supervision Certificate**

The Supervision certificate provides students with the fundamental knowledge and skills required to fill supervisory roles.



## ASSOCIATE IN APPLIED SCIENCE (A.A.S.) IN MARKETING

The A.A.S. degree in Marketing provides a solid foundation in core business and marketing topics, as well as flexibility through program electives. Graduates gain knowledge in a variety of employment opportunities, including inside and outside sales, customer service, consumer marketing, business-to-business marketing, e-commerce and promotions. The curriculum covers fundamental business-related topics, including social media and internet marketing, principles of retailing, sales, marketing and management, advertising, business ethics and business law, as well as accounting, computer information systems, microeconomics and macroeconomics, and psychology. Students are required to complete a minimum of 64 credits of coursework that includes 40 credits in core required classes, 12 to 16 credits of general education classes, and 12 credits in approved program electives. After completing the A.A.S. in Marketing, earn a Bachelor of Arts in Management through the innovative 3+1 agreement with Benedictine University.





## **CERTIFICATES IN MARKETING**

The Marketing program offers certificates in Marketing and Consumer Marketing that enable students to gain core competencies in marketing, working professionals to upgrade skills and marketability and business owners to grow their businesses.

### **Marketing**

The Marketing certificate program provides a foundation in general marketing practices and principles. The curriculum covers traditional marketing, internet and social media marketing as well as business, computer information systems, financial accounting and principles of management. Students are required to complete 31 credits of coursework that includes 19 credits in core required classes and 12 credits in approved program electives.

### **Consumer Marketing**

The Consumer Marketing certificate provides students with core competencies in marketing finished products and services to consumers. The curriculum covers introductory business concepts as well as the principles of marketing and consumer behavior. Students are required to complete 12 credits in core required classes and three credits in approved program electives.



## ALPHA BETA GAMMA®

Alpha Beta Gamma® is an International Business Honor Society established in 1970 to recognize and encourage scholarship among two-year college students in business curricula. The club provides leadership opportunities, forums for the exchange of ideas and the stimulation of interest in continuing academic excellence. Alpha Beta Gamma® is a member of the Association of College Honor Societies and an affiliate member of both the American Association of Community Colleges (AACC) and The Association of Canadian Community Colleges (ACCC).

For more information: [www.abg.org](http://www.abg.org)

### Advisors:

#### **David Ellis**

Technical Education Center (TEC), Room 1062, (630) 942-2527

#### **Ted Kulinski**

Technical Education Center (TEC), Room 1049, (630) 942-4124

#### **Sam Shamsuddin**

Berg Instructional Center (BIC), Room 1601B, (630) 942-2940

## **BUSINESS CLUB**

Business Club is a combination of students interested in a career in business. This included anyone who is studying a field such as Marketing, Finance, Accounting, Management, or any other related to the business field. We are a welcoming assembly of students who are eager to get more involved and establish connections with our peers.

**Advisor:** Joe Tungol, Berg Instructional Center (BIC), Room 2H07E, (630) 942-4227

## **ENTREPRENEURSHIP CLUB**

This club involves guest speakers who are entrepreneurs, from successful small business owners up to the corporate level. Club members also go on field trips to gain knowledge of business products and services, learn how to start a business and how to network. The club hosts a business plan competition at the end of the year in which the winner is rewarded with a prize.

**Advisor:** Peter James, Berg Instructional Center (BIC), Room 1729D, (630) 942-2618

## **AVAILABLE SCHOLARSHIPS**

Students who are planning to enroll in Business, Management or Marketing programs may be qualified to receive a financial award through a variety of supported scholarships.

- Danny Young Memorial Scholarship
- State Bank of Countryside Scholarship

Visit [cod.edu/scholarships](http://cod.edu/scholarships) for requirements and a full list of available scholarships.

## TRANSFER OPPORTUNITIES

If you plan on continuing your education beyond College of DuPage, earning an Associate in Arts degree to prepare for transfer to a four-year school might be perfect for you. Focus on the challenges essential to success in business and complete courses for transfer to a baccalaureate-granting school. Many management and marketing fields require bachelor's and master's degrees. The major areas in colleges of business include the following:

- Management
- Marketing
- Finance
- Business Administration
- Management Information Systems

### 3+1 BACHELOR OF ARTS IN MANAGEMENT

College of DuPage partners with Benedictine University to offer a convenient, affordable and streamlined approach to earning a Bachelor of Arts degree in Management. Available to students who are earning an A.A.S. degree in Accounting, Management or Marketing, the program entails 124-129 credit hours, including 90 credit hours of College of DuPage coursework, and 39 credit hours of Benedictine University coursework. The final Benedictine University credit hours are offered at a significantly reduced rate and delivered in accelerated and blended formats. All classes are held at the College of DuPage Glen Ellyn campus.

### 3+1 BACHELOR OF ARTS IN HEALTHCARE MANAGEMENT

College of DuPage partners with Concordia University to offer a convenient, affordable and streamlined approach to earning a Bachelor of Arts degree in Healthcare Management. Available to students who are earning an A.A.S. degree in Management, the program entails a minimum of 128 credit hours, including 96 to 104 credit hours of College of DuPage coursework, and 32 credit hours of Concordia University coursework. The final Concordia University credit hours are offered at a significantly reduced rate and delivered in accelerated and blended formats. All classes are held at the College of DuPage Glen Ellyn campus.

# CAREERS FOR BUSINESS, MANAGEMENT AND MARKETING GRADUATES

- **Administrative Assistants:** Perform a variety of clerical and organizational tasks that are necessary to run an organization. May also do specialized industry-specific work, such as in the legal or medical field.
- **Administrative Managers:** Plan, direct or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, facilities planning and maintenance, custodial operations and other office support services.
- **Cost Estimators:** Collect and analyze data to estimate the time, money, resources and labor required for product manufacturing, construction projects or services.
- **General and Operations Managers:** Plan, direct and coordinate the operations of public or private sector organizations.
- **Management Analysts:** Propose ways to improve an organization's efficiency and profitability.
- **Marketing Directors:** Work with art directors, sales agents and financial staff members to plan programs that generate interest in a product or service.
- **Market Research Analysts:** Research market conditions in local, regional or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign.
- **Purchasing Agents:** Buy products for organizations for use or resale. Evaluate suppliers, negotiate contracts and review product quality.
- **Sales Representatives:** Sell goods and services for organizations to businesses or groups of individuals.

## ILLINOIS ARTICULATION INITIATIVE

The Illinois Articulation Initiative (IAI) facilitates the transfer of students from one Illinois institution to another. Both a general education core curriculum and a lower-division major recommendation course listing have been developed.

For more information on transfer opportunities at College of DuPage, visit [cod.edu/academics/transfer\\_programs](http://cod.edu/academics/transfer_programs).

## EMPLOYMENT OUTLOOK

The U.S. Bureau of Labor Statistics (BLS) reports that the median annual wage of first line supervisors of retail sales workers was \$38,550 in 2017, with top earners bringing in \$66,120. Salaries for management positions vary greatly depending on industry, location and experience. Overall, employment in business and financial operations is projected to grow by 10 percent from 2016 to 2026, resulting in 773,800 new jobs. Industries and occupations related to health care, personal care and social assistance, and construction are projected to have the fastest job growth this decade.

The BLS also reports that the median annual wage for sales representatives was \$52,510 in 2017, with top earners bringing in more than \$113,310. That same year, market research analysts and marketing specialists earned a median annual wage of \$63,230, with top earners bringing in more than \$122,770. Employment of management occupations is expected to grow 8 percent this decade, and employment of market research analysts projected to grow by a substantial 23 percent during that time. Growth will be driven by an increased use of data and market research across all industries in order to understand the wants and needs of customers and measure the effectiveness of marketing and business strategies. For more information and employment statistics, visit [www.bls.gov](http://www.bls.gov).



## GETTING STARTED

If you are considering this program as an area of study:

- Visit our website at [cod.edu/programs/business](http://cod.edu/programs/business)
- Consult with a faculty advisor, program advisor or specialist:

**Shannon Toler, Program Coordinator**

Berg Instructional Center (BIC), Room 1461A, (630) 942-2593

**Mary Rojas-Carlson**

Berg Instructional Center (BIC), Room 1454B, (630) 942-2465

**Bill Carmody (Business Law)**

Berg Instructional Center (BIC), Room 2H07D, (630) 942-3358

**Rich Elliman**

Berg Instructional Center (BIC), Room 2H07C, (630) 942-3447

**Peter James**

Berg Instructional Center (BIC), Room 1454C, (630) 942-2618

**Jane Murtaugh**

Berg Instructional Center (BIC), Room 1E06, (630) 942-2821

**Joe Tungol**

Berg Instructional Center (BIC), Room 2H07E, (630) 942-4227

**Anika Collins, Program Advisor**

Berg Instructional Center (BIC), Room 1454D, (630) 942-3961

**Bev Carlson, Program Support Specialist**

Berg Instructional Center (BIC), Room 1443A, (630) 942-2140

- Contact the Business and Technology Division office:  
Technology Education Center (TEC), Room 1034, (630) 942-2592

*The College will not discriminate in its programs and activities on the basis of race, color, religion, creed, ancestry, marital status, sexual orientation, arrest record, military status or unfavorable military discharge, citizenship status, or physical or mental handicap or disability.*

*For Americans with Disabilities Act accommodations, call (630) 942-2141 (voice) or (630) 858-9692 (TDD).*

*For individuals who need language assistance, please contact Campus Central at (630) 942-2380.*



 **College of DuPage**

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