MANAGEMENT/MARKETING, ASSOCIATE IN APPLIED SCIENCE

College(s): DA, HW*, KK, OH, TR, WR

Program Code: 0021

The Associate in Applied Science degree program in Management/Marketing is the study of basic business skills along with more in-depth study in a chosen field such as management, marketing, or entrepreneurship. Completion of the program can lead to employment as assistant, trainee, supervisor, or manager in manufacturing, merchandising, service firms, or government service. The program also prepares graduates to start a business or improve the operations of a business that currently exists.

*This program has a selective enrollment process at Harold Washington College*

### Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Education Coursework</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENGLISH 101</td>
<td>Composition</td>
<td>3</td>
</tr>
<tr>
<td>SPEECH 101</td>
<td>Fundamentals of Speech Communication</td>
<td>3</td>
</tr>
<tr>
<td>Fine Arts and Humanities course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Mathematics or Physical Sciences or Life Sciences course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Social and Behavioral Sciences courses</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Required Program Core</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>BUSINES 141</td>
<td>Business Mathematics</td>
<td></td>
</tr>
<tr>
<td>MATH 118</td>
<td>General Education Math (or higher Mathematics)</td>
<td></td>
</tr>
<tr>
<td>SOC 201</td>
<td>Intro To the Study Of Society</td>
<td>3</td>
</tr>
<tr>
<td>BUSINES 111</td>
<td>Introduction To Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSINES 181</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUSINES 231</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUSINES 269</td>
<td>Principles Of Management</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSINES 211</td>
<td>Business Law I</td>
<td>3</td>
</tr>
<tr>
<td>BUSINES 212</td>
<td>Business Law II</td>
<td></td>
</tr>
<tr>
<td>BUSINES 214</td>
<td>The Legal &amp; Social Environment of Business</td>
<td></td>
</tr>
<tr>
<td><strong>Program Electives</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select eight of the following:</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>COOP EX 105</td>
<td>Business Technologies CWE</td>
<td></td>
</tr>
<tr>
<td>COOP EX 205</td>
<td>Business Technologies CWE</td>
<td></td>
</tr>
<tr>
<td>BUSINES 161</td>
<td>Prin Of Bank Operations</td>
<td></td>
</tr>
<tr>
<td>BUSINES 180</td>
<td>Fundamentals Of Accounting</td>
<td></td>
</tr>
<tr>
<td>BUSINES 182</td>
<td>Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td>BUSINES 183</td>
<td>Payroll Accounting</td>
<td></td>
</tr>
<tr>
<td>BUSINES 203</td>
<td>Intro Cost Accounting</td>
<td></td>
</tr>
<tr>
<td>BUSINES 204</td>
<td>Computer Applications Intermediate Accounting</td>
<td></td>
</tr>
<tr>
<td>BUSINES 206</td>
<td>Auditing</td>
<td></td>
</tr>
<tr>
<td>BUSINES 208</td>
<td>Federal Income Tax</td>
<td></td>
</tr>
<tr>
<td>BUSINES 213</td>
<td>Data Visualization and Presentation for Business</td>
<td></td>
</tr>
<tr>
<td>BUSINES 216</td>
<td>Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>BUSINES 221</td>
<td>Insurance</td>
<td></td>
</tr>
<tr>
<td>BUSINES 232</td>
<td>Fundamentals of International Business</td>
<td></td>
</tr>
<tr>
<td>BUSINES 237</td>
<td>Selling</td>
<td></td>
</tr>
<tr>
<td>BUSINES 241</td>
<td>Introduction To Finance</td>
<td></td>
</tr>
<tr>
<td>BUSINES 250</td>
<td>Computerized Accounting Systems</td>
<td></td>
</tr>
<tr>
<td>BUSINES 263</td>
<td>Property and Liability Insurance</td>
<td></td>
</tr>
<tr>
<td>BUSINES 264</td>
<td>Personal Insurance</td>
<td></td>
</tr>
<tr>
<td>BUSINES 265</td>
<td>Commercial Insurance</td>
<td></td>
</tr>
<tr>
<td>BUSINES 271</td>
<td>Human Resources Management</td>
<td></td>
</tr>
<tr>
<td>BUSINES 272</td>
<td>Sales Management</td>
<td></td>
</tr>
</tbody>
</table>
BUSINES 273 Organizational Behavior
BUSINES 278 Compensation & Benefits Administration
BUSINES 279 Human Resources Planning & Staffing
BUSINES 281 Corporate Organizations: Understanding Business Processes
BUSINES 284 Business Communications
BUSINES 291 Leadership
CIS 101 Computer Science 101
CIS 111 Computer Operations
CIS 116 Operating System I
CIS 120 Introduction to Computer Applications
CIS 123 Microcomputer Spreadsheets
CIS 145 Database Management
CIS 158 Web Development I
COMPSFI 102 Information Security Essentials
COMPSFI 231 Internetworking Security
NET TEC 101 Client-Server Database I
NET TEC 121 Internetworking I
NET TEC 122 Internetworking II

Total Hours 61
1

At least one course must meet the Human Diversity (HD) requirement.

**Careers**

This program can prepare students for the jobs listed below. Click on each one to learn more, including average earnings, annual job openings, and how much education people in that field have. For additional guidance and resources on career options, current City Colleges students and alumni can contact the Career Services Office (https://www.ccc.edu/departments/Pages/Career-Services.aspx).

**General and Operations Managers**

**Job Description**

Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors. Excludes First-Line Supervisors.

**Salary Based on Experience Level**

Take a look at the average hourly/annual earnings for this career in Cook County

Emsi earnings figures are based on OES data from the BLS and include base rate, cost of living allowances, guaranteed pay, hazardous-duty pay, incentive pay (including commissions and bonuses), on-call pay, and tips.

**Annual Wages**

<table>
<thead>
<tr>
<th>Percentile</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry-Level 10th</td>
<td>$47,200</td>
</tr>
<tr>
<td>50th</td>
<td>$114,718</td>
</tr>
<tr>
<td>Senior-Level 90th</td>
<td>$265,319</td>
</tr>
</tbody>
</table>

**Hourly Wages**

<table>
<thead>
<tr>
<th>Percentile</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry-Level 10th</td>
<td>$23</td>
</tr>
<tr>
<td>50th</td>
<td>$55</td>
</tr>
<tr>
<td>Senior-Level 90th</td>
<td>$128</td>
</tr>
</tbody>
</table>

**Annual Job Openings**

4476 annual openings in Cook County

**National Education Attainment**

Here, you can see the level of education that people in this career complete.

<table>
<thead>
<tr>
<th>Degree Program</th>
<th>% of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A high school diploma or less</td>
<td>15.20%</td>
</tr>
<tr>
<td>A certificate</td>
<td>9.00%</td>
</tr>
<tr>
<td>Some college</td>
<td>19.18%</td>
</tr>
<tr>
<td>An Associate degree</td>
<td>8.59%</td>
</tr>
<tr>
<td>A Bachelor's degree</td>
<td>43.87%</td>
</tr>
<tr>
<td>A Master's or Professional degree</td>
<td>4.17%</td>
</tr>
<tr>
<td>A Doctoral degree or more</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

48.04% continue their education beyond an associate degree

**First-Line Supervisors of Non-Retail Sales Workers**

**Job Description**

Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties such as budgeting, accounting, and personnel work, in addition to supervisory duties.

**Salary Based on Experience Level**

Take a look at the average hourly/annual earnings for this career in Cook County

Emsi earnings figures are based on OES data from the BLS and include base rate, cost of living allowances, guaranteed pay, hazardous-duty pay, incentive pay (including commissions and bonuses), on-call pay, and tips.

**Annual Wages**

<table>
<thead>
<tr>
<th>Percentile</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry-Level 10th</td>
<td>$38,388</td>
</tr>
<tr>
<td>50th</td>
<td>$70,640</td>
</tr>
<tr>
<td>Senior-Level 90th</td>
<td>$156,080</td>
</tr>
</tbody>
</table>

**Hourly Wages**

<table>
<thead>
<tr>
<th>Percentile</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry-Level 10th</td>
<td>$18</td>
</tr>
<tr>
<td>50th</td>
<td>$34</td>
</tr>
<tr>
<td>Senior-Level 90th</td>
<td>$75</td>
</tr>
</tbody>
</table>
Annual Job Openings

408 annual openings in Cook County

National Education Attainment

Here, you can see the level of education that people in this career complete.

<table>
<thead>
<tr>
<th>Degree Program</th>
<th>% of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A high school diploma or less</td>
<td>16.00%</td>
</tr>
<tr>
<td>A certificate</td>
<td>0.00%</td>
</tr>
<tr>
<td>Some college</td>
<td>16.49%</td>
</tr>
<tr>
<td>An Associate degree</td>
<td>9.58%</td>
</tr>
<tr>
<td>A Bachelor's degree</td>
<td>44.97%</td>
</tr>
<tr>
<td>A Master's or Professional degree</td>
<td>12.96%</td>
</tr>
<tr>
<td>A Doctoral degree or more</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

57.93% continue their education beyond an associate degree

Sales Managers

Job Description

Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

Salary Based on Experience Level

Take a look at the average hourly/annual earnings for this career in Cook County

Emsi earnings figures are based on OES data from the BLS and include base rate, cost of living allowances, guaranteed pay, hazardous-duty pay, incentive pay (including commissions and bonuses), on-call pay, and tips.

Annual Wages

- Entry-Level 10th Percentile: $68,000
- Median 50th Percentile: $137,273
- Senior-Level 90th Percentile: $285,687

Hourly Wages

- Entry-Level 10th Percentile: $33
- Median 50th Percentile: $66
- Senior-Level 90th Percentile: $137

Annual Job Openings

972 annual openings in Cook County

National Education Attainment

Here, you can see the level of education that people in this career complete.

<table>
<thead>
<tr>
<th>Degree Program</th>
<th>% of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A high school diploma or less</td>
<td>0.00%</td>
</tr>
<tr>
<td>A certificate</td>
<td>0.00%</td>
</tr>
<tr>
<td>Some college</td>
<td>4.35%</td>
</tr>
<tr>
<td>An Associate degree</td>
<td>13.04%</td>
</tr>
<tr>
<td>A Bachelor's degree</td>
<td>73.92%</td>
</tr>
<tr>
<td>A Master's or Professional degree</td>
<td>8.70%</td>
</tr>
<tr>
<td>A Doctoral degree or more</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

82.62% continue their education beyond an associate degree
Market Research Analysts and Marketing Specialists

Job Description

Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

Salary Based on Experience Level

Take a look at the average hourly/annual earnings for this career in Cook County

Emsi earnings figures are based on OES data from the BLS and include base rate, cost of living allowances, guaranteed pay, hazardous-duty pay, incentive pay (including commissions and bonuses), on-call pay, and tips.

<table>
<thead>
<tr>
<th>Annual Wages</th>
<th>Entry-Level 10th Percentile</th>
<th>$35,994</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Median 50th Percentile</td>
<td>$67,889</td>
</tr>
<tr>
<td></td>
<td>Senior-Level 90th Percentile</td>
<td>$119,483</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hourly Wages</th>
<th>Entry-Level 10th Percentile</th>
<th>$17</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Median 50th Percentile</td>
<td>$33</td>
</tr>
<tr>
<td></td>
<td>Senior-Level 90th Percentile</td>
<td>$57</td>
</tr>
</tbody>
</table>

Annual Job Openings

1969 annual openings in Cook County

National Education Attainment

Here, you can see the level of education that people in this career complete.

<table>
<thead>
<tr>
<th>Degree Program</th>
<th>% of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A high school diploma or less</td>
<td>0.00%</td>
</tr>
<tr>
<td>A certificate</td>
<td>0.00%</td>
</tr>
<tr>
<td>Some college</td>
<td>0.00%</td>
</tr>
<tr>
<td>An Associate degree</td>
<td>0.00%</td>
</tr>
<tr>
<td>A Bachelor's degree</td>
<td>60.87%</td>
</tr>
<tr>
<td>A Master's or Professional degree</td>
<td>39.13%</td>
</tr>
<tr>
<td>A Doctoral degree or more</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

100.00% continue their education beyond an associate degree