

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.

Program Requirements

Code	Title	Hours
General Education Coursework ¹		
ENGLISH 101	Composition	3
SPEECH 101	Fundamentals of Speech Communication	3
Fine Arts and Humanities course		3
Mathematics or Physical Sciences or Life Sciences course		3
Social and Behavioral Sciences courses		3
Required Program Core		
Select one of the following:		3
BUSINES 141	Business Mathematics	
MATH 118	General Education Math (or higher Mathematics)	
SOC 201	Intro To the Study Of Society	3
BUSINES 111	Introduction To Business	3
BUSINES 181	Financial Accounting	4
BUSINES 231	Marketing	3
BUSINES 269	Principles Of Management	3
Select one of the following:		3

BUSINES 211	Business Law I
BUSINES 212	Business Law II
BUSINES 214	The Legal & Social Environment of Business

Program Electives

Select eight of the following: 24

COOP EX 105	Business Technologies CWE
COOP EX 205	Business Technologies CWE
BUSINES 161	Prin Of Bank Operations
BUSINES 180	Fundamentals Of Accounting
BUSINES 182	Managerial Accounting
BUSINES 183	Payroll Accounting
BUSINES 203	Intro Cost Accounting
BUSINES 204	Computer Applications Intermediate Accounting
BUSINES 206	Auditing
BUSINES 208	Federal Income Tax
BUSINES 213	Data Visualization and Presentation for Business
BUSINES 216	Entrepreneurship
BUSINES 221	Insurance
BUSINES 232	Fundamentals of International Business
BUSINES 237	Selling
BUSINES 241	Introduction To Finance
BUSINES 250	Computerized Accounting Systems
BUSINES 263	Property and Liability Insurance
BUSINES 264	Personal Insurance
BUSINES 265	Commercial Insurance
BUSINES 271	Human Resources Management
BUSINES 272	Sales Management
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

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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

Lightcast 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 10 th Percentile	\$46,869
Median 50 th Percentile	\$107,390
Senior-Level 90 th Percentile	\$253,146

Hourly Wages

Entry-Level 10 th Percentile	\$23
Median 50 th Percentile	\$52
Senior-Level 90 th Percentile	\$122

Annual Job Openings

7018 annual openings in Cook County

National Education Attainment

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

Degree Program	% of Jobs
A high school diploma or less	15.20%
A certificate	9.00%
Some college	19.18%
An Associate degree	8.59%
A Bachelor's degree	43.87%
A Master's or Professional degree	4.17%
A Doctoral degree or more	0.00%

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

Lightcast 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 10 th Percentile	\$39,684
Median 50 th Percentile	\$70,168
Senior-Level 90 th Percentile	\$166,514

Hourly Wages

Entry-Level 10 th Percentile	\$19
Median 50 th Percentile	\$34
Senior-Level 90 th Percentile	\$80

Annual Job Openings

264 annual openings in Cook County

National Education Attainment

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

Degree Program	% of Jobs
A high school diploma or less	16.00%
A certificate	0.00%
Some college	16.49%
An Associate degree	9.58%
A Bachelor's degree	44.97%
A Master's or Professional degree	12.96%
A Doctoral degree or more	0.00%

57.93% continue their education beyond an associate degree

Advertising and Promotions Managers

Job Description

Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Salary Based on Experience Level

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

Lightcast 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 10 th Percentile	\$47,662
Median 50 th Percentile	\$103,244
Senior-Level 90 th Percentile	\$225,639

Hourly Wages

Entry-Level 10 th Percentile	\$23
Median 50 th Percentile	\$50
Senior-Level 90 th Percentile	\$108

Annual Job Openings

49 annual openings in Cook County

National Education Attainment

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

Degree Program	% of Jobs
A high school diploma or less	15.98%
A certificate	0.00%
Some college	7.67%
An Associate degree	8.04%
A Bachelor's degree	62.44%

A Master's or Professional degree	5.87%
A Doctoral degree or more	0.00%

68.31% 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

Lightcast 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 10 th Percentile	\$74,745
Median 50 th Percentile	\$138,581
Senior-Level 90 th Percentile	\$269,039

Hourly Wages

Entry-Level 10 th Percentile	\$36
Median 50 th Percentile	\$67
Senior-Level 90 th Percentile	\$129

Annual Job Openings

966 annual openings in Cook County

National Education Attainment

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

Degree Program	% of Jobs
A high school diploma or less	0.00%
A certificate	0.00%
Some college	4.35%
An Associate degree	13.04%
A Bachelor's degree	73.92%
A Master's or Professional degree	8.70%
A Doctoral degree or more	0.00%

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

Lightcast 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 10 th Percentile	\$42,950
Median 50 th Percentile	\$76,747
Senior-Level 90 th Percentile	\$134,352

Hourly Wages

Entry-Level 10 th Percentile	\$21
Median 50 th Percentile	\$37
Senior-Level 90 th Percentile	\$65

Annual Job Openings

2046 annual openings in Cook County

National Education Attainment

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

Degree Program	% of Jobs
A high school diploma or less	0.00%
A certificate	0.00%
Some college	0.00%
An Associate degree	0.00%
A Bachelor's degree	60.87%
A Master's or Professional degree	39.13%
A Doctoral degree or more	0.00%

100.00% continue their education beyond an associate degree