

MARKETING

Is Marketing for me?

The field is for you if you ...

- Work well with people.
- Effectively follow instructions and assume responsibility.
- Possess leadership skills, can solve problems and make decisions.
- Are creative, detail-oriented, organized and self-motivated.
- Desire a job with a good salary and potential for advancement.
- Like working in an office setting or a retail environment.

What skills will I need for this field?

You will need to have ...

- Application of marketing principles and business methods.
- Interpretation of financial reports and marketing information on product/service lines or store operations.
- Good oral and written communication skills.
- Effective teamwork skills.
- Computer software applications familiarity.

What is the work atmosphere like?

Marketing positions are needed at every level and with varying degrees of skill from inside and outside sales, marketing, purchasing, customer services, store marketing, shopping center positions and non-profit organizations. The majority of positions will be in an office environment working either individually or with other employees or customers. Travel may be necessary for both marketing and management positions in larger firms.

What are my degree options?

Certificates

Consumer Marketing
e-Commerce
Entrepreneurship
Marketing

Associate's Degree

Associate in Applied Science (AAS)

Bachelor's Degree

Bachelor's degrees are available by transferring to four-year colleges and universities with an Associate in Arts degree. For example: University of Illinois, Northern Illinois University, DePaul University and Loyola University, Chicago.

What are my career opportunities?

Those with appropriate education and experience will be able to find positions in marketing, sales, or retailing. Some entry-level positions require a minimum of an associate's degree. Many positions require bachelor's and/or master's degrees. There are typically numerous opportunities at various levels in sales. Some individuals open their own businesses and others advance to executive positions.

What can I do with these degrees?

If you have completed ...

Associate in Applied Science Degree

Assistant Buyer, Assistant Store Manager, Internet Sales, Sales Representative, Assistant Marketing Manager

How can I prepare now?

Recommended courses ...

Math

Algebra, or Applied Algebra, Business Math

Science

Computer and Physical Science

Communications

Writing, Speech

Occupational Electives

Economics, Psychology

What about my articulated credit?

Check with your high school coordinator to see if you are eligible for articulated credit at College of DuPage.

Certificate

Merchandiser, Order-Taker, Sales Trainee, Liaison to Marketing Department

Bachelor's Degree

Buyer, Marketing Manager, Product Marketing Specialist, Purchasing Manager, Sales Manager, Sales Representative, Site Manager, Website Management, Promotions Manager

What should I take in my first semester at C.O.D.?

Bus 1100: Introduction to Business

Acct 1140: Financial Accounting

Eng 1101: Composition I

Math 1100 or above

Whom can I talk to for more information?

Business and Technology Division
(630) 942-2592

For more information on the Associate in Applied Science Degree curriculum, see your program coordinator or go to www.cod.edu.