

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

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

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	\$51,248
Median 50 th Percentile	\$112,862
Senior-Level 90 th Percentile	\$262,159

Hourly Wages

Entry-Level 10 th Percentile	\$25
Median 50 th Percentile	\$54
Senior-Level 90 th Percentile	\$126

Annual Job Openings

6384 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	39.11%
A certificate	5.72%
Some college	21.59%
An Associate degree	5.99%
A Bachelor's degree	27.44%
A Master's or Professional degree	0.15%
A Doctoral degree or more	0.00%

27.59% 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	\$30,853
Median 50 th Percentile	\$67,613
Senior-Level 90 th Percentile	\$151,865

Hourly Wages

Entry-Level 10 th Percentile	\$15
Median 50 th Percentile	\$33
Senior-Level 90 th Percentile	\$73

Annual Job Openings

250 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	\$50,912
Median 50 th Percentile	\$108,572
Senior-Level 90 th Percentile	\$251,291

Hourly Wages

Entry-Level 10 th Percentile	\$24
Median 50 th Percentile	\$52
Senior-Level 90 th Percentile	\$121

Annual Job Openings

41 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	\$78,893
Median 50 th Percentile	\$146,215
Senior-Level 90 th Percentile	\$278,778

Hourly Wages

Entry-Level 10 th Percentile	\$38
Median 50 th Percentile	\$70
Senior-Level 90 th Percentile	\$134

Annual Job Openings

1041 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	\$46,126
Median 50 th Percentile	\$78,116
Senior-Level 90 th Percentile	\$147,015

Hourly Wages

Entry-Level 10 th Percentile	\$22
Median 50 th Percentile	\$38
Senior-Level 90 th Percentile	\$71

Annual Job Openings

1892 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