



ASSOCIATE OF APPLIED SCIENCE IN

Marketing

The Associate of Applied Science in Marketing provides preparation for entry-level positions in marketing for a wide range of organizations and across many business environments. It includes basic instruction in the marketing of goods, social media marketing, principles of marketing, services, branding, advertising marketing and entrepreneurial marketing, as well as a broad knowledge of a range of business disciplines.

PROGRAM FEATURES

Length: **2 Years (80 Weeks/5 Terms)**
Semester Credit Hours: **60**
Format: **Hybrid**

ADMISSION REQUIREMENTS

18+ Years of Age
High School Diploma or GED
Entrance Exam

CAMPUS

Chicago (Main Campus)
100 S. Wacker Dr., LL 1-50
Chicago, IL 60606

MIDWESTERN CAREER COLLEGE
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Marketing

The Associate of Applied Science in Marketing is designed to prepare students for a variety of positions in the field of marketing. The program offers students the opportunity to gain practical application experiences as well as mastery of the concepts in modern marketing. In this program, the important courses and modern topics in marketing are offered. Difficult concepts are simplified to ensure easy comprehension by students.



PROGRAM OBJECTIVES

The Associate of Applied Science in Marketing Program prepares students to:

- Demonstrate knowledge of the impact of competitors on companies and organizations through SWOT analysis
- Exhibit strong knowledge of marketing strategies and tactics, product demonstration, sales techniques, and sales control systems
- Demonstrate mastery of all the concepts in Marketing and their practical applications, including the ability to create marketing plan
- Conduct research on consumer data and create an enthusiastic brand message that will resonate with the target market
- Conduct commercial surveys to identify potential markets for products or services
- Initiate market research studies, analyze their findings, exhibit the ability to make business decisions
- Demonstrate the ability to utilize marketing tools such as social media and analytical software

CURRICULUM HIGHLIGHTS*

- Principles of Marketing
- Consumer Behavior
- Social Media Marketing
- Introduction to Advertising
- Brand Marketing
- Introduction to Public Relations
- Interactive Marketing
- New Media and Technology in Marketing
- Introduction to Small Business Administration
- Global Business Perspectives
- Effective Management Communication
- Computer Applications

*Curriculum is subject to change. See catalog for current course offerings.

CAREER OUTLOOK

According to the Bureau of Labor Statistics, employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market.*

*Source: Bureau of Labor Statistics 2016 wage data and 2016-2026 employment projections. "Projected growth" represents the estimated change in total employment over the projections period (2016-2026). "Projected job openings" represent openings due to growth and replacement.

ADMISSION PROCESS

- Schedule an interview with an admissions counselor
- Attend program information session and interview with the program director
- Fill out an application form and pay application fee
- Provide copy of a valid, government-issued photo ID
- Provide proof of having earned a high school diploma or equivalent
- Take an institutional entrance exam for Arithmetic and Reading Comprehension
- Submit a personal statement
- Fill out and sign enrollment agreement and all applicable admissions forms
- F-1 applicants: provide all necessary documents for Form I-20 application

ABOUT MIDWESTERN CAREER COLLEGE

MCC's mission is to provide premier career-focused education to empower students with academic training, technical expertise and professional support to launch or advance their successful careers. Established in 2004, MCC has locations in downtown Chicago, Naperville, Blue Island, and Skokie.