

# Management/Marketing

## Management/Marketing Certificate Associate of Applied Science in Business



### GLEN OAKS

COMMUNITY COLLEGE

62249 Shimmel Rd.

Centreville, MI 49032

467-9945

1-888-994-7818

[www.glenoaks.edu](http://www.glenoaks.edu)



The Management/Marketing Certificate is a program of study that prepares the student for entry-level positions in management/marketing in retail, service and other businesses. This program familiarizes the student to skills that are essential for both managing employees and understanding the effects of marketing on an organization. Areas of study include advertising, promotions, market research, retailing, and forecasting.

**30 Credits**

The above certificate applies toward:

The Associate of Applied Science in Business Degree is for individuals moving directly into the workplace upon graduation. This flexible degree offers a wide range of classroom experience in management/marketing, accounting, computers, administrative assistant, and medical-related careers.

**62 Credits**

## The Outlook

The Management/Marketing Certificate prepares you for entry-level jobs in:

- Retail
- Service
- Business
- Government
- Industry

This certificate prepares you for work in a variety of positions within:

- Marketing
- Sales
- Advertising
- General and small business operations

With added experience and additional training:

- Assistant Office Manager
- Supervisor or Assistant Marketing Manager

The U.S. Department of Labor expects jobs in management to grow as much as 40 percent between 2004 and 2014, due to the continuing complexity of business. According to the Bureau of Labor 2007 Statistics, entry-level managers in marketing averaged \$22.00 per hour and \$42,534 in annual earnings. Pay and earnings rise with experience.

# Management/Marketing Certificate

## Required Coursework (26 hours)

BAA 111 Principles of Accounting*	4 credits
BAD 251 Principles of Marketing*	3 credits
BAM 100 Introduction to Business.....	3 credits
BAM 101 College Skills & Portfolio Writing.....	3 credits
BAM 103 Business Math*.....	3 credits
OR NSM 117 Finite Math*.....	4 credits
COM 111 Business/Technical Communications*...	4 credits
EDP 101 Introduction to Computers & Software*...	4 credits

## Electives (6 hours required)

BAD 151 Fundamentals of Selling.....	3 credits
BAD 153 Advertising.....	3 credits
BAD 152 Principles of Retailing.....	3 credits
BAM 205 Business Statistics*.....	3 credits
BAM 245 E-Commerce*.....	3 credits

**TOTAL.....30 Credits**

\* Course has a prerequisite  
Effective: Fall 2007

# Associate of Applied Science in Business Degree

## **Requirements:**

### Communications (6-7 credit hours)

COM 121 English Composition*.....	3 credits
COM111 Business/Technical Communications*.....	4 credits
COM 140 General Communications Speech	
or COM 150 Public Speaking.....	3 credits

### Humanities (3-4 credit hours)

Choose from Art History, Spanish Language, Literature, Music Appreciation, Ethics, Philosophy, Religion, or Western Civilization

### Social Science (8 credit hours)

Choose from Principles of Economics, Introduction to Cultural Anthropology, American Government and Political Science, State and Local Government, World, U.S. or Michigan History classes, or Psychology courses

### Mathematics (3-4 credit hours)

Choose from Business Math (3 credits), or levels of Algebra, Trigonometry, Finite Mathematics, Calculus and Analytic Geometry, or Linear Algebra & Differential Equations

### Physical Education Activity (2 required credit hours)

### Electives (9-10 credits hours)

**Business Courses (30 credit hours) [the Management/Marketing Certificate applies]**

**TOTAL.....62 CREDITS**

*In pursuit of the above Associate Degree, students generally achieve a related Occupational Certificate averaging 30 credits.*

# COURSES

Sample courses for this field are described below. For a complete list of course descriptions, see Glen Oaks' online catalog at [www.glenoaks.edu](http://www.glenoaks.edu)

## **BAM 101 COLLEGE SKILLS & PORTFOLIO WRITING, 3 Credits, 3 Contacts [See box on next page]**

## **BAA 111 PRINCIPLES OF ACCOUNTING 4 Credits, 4 Contacts**

The first introductory accounting course for the student who wishes to pursue a career in the field of business. The student will become familiar with the role of the accountant and manager in service and merchandising businesses. The course will include the recording and reporting of business transactions and the measuring, planning, and controlling of business income, assets, and equities. Major emphasis will be placed on the sole proprietorship form of business organization.

*Prerequisite: High school bookkeeping or BAA 100 Fundamentals of Accounting.*

## **BAD 251 PRINCIPLES OF MARKETING 3 Credits, 3 Contacts**

A study of the dynamic forces operating in the business activity known as marketing includes all business activities dealing with the distribution of goods from the time they leave the factory or field until they reach the consumer. Marketing presents the actual processes market in an analytical and descriptive style. Analyze the ramifications of economics, politics, society, competition and technology on both the consumer and the business.

*Prerequisite: BAM 100 Introduction to Business or BAM 160 Small Business Management.*

## **BAM 103 BUSINESS MATH 3 Credits, 3 Contacts**

This course is designed to provide the student with a practical knowledge of typical mathematical concepts and calculations performed in the business environment. Emphasis is placed upon the introduction and understanding of mathematical concepts as applied in various business situations, formation and execution of applicable calculations, problem solving, and interpretation of results in reaching appropriate business decisions. Problem solving will involve integration and use of a calculator. This course may be taught in open lab or traditional course environment and computer use may be integrated.

*Prerequisite: Placement in BAM 103 on Accuplacer evaluation, ACT/SAT, or completion of NSM 052 Pre-Algebra.*

## **EDP 101 INTRODUCTION TO COMPUTERS AND SOFTWARE 4 Credits, 4 Contacts**

Computer concepts and applications associated with the current generation of computer technology. Terminology as it applies to computers, networks, operating systems, and internet usage. Students work with current software such as Microsoft XP in word processing, spreadsheets and databases within the Windows Operating system.

*Prerequisite: None*

# College Skills & Portfolio Writing

**BAM 101 COLLEGE SKILLS AND PORTFOLIO WRITING** is a 3 credit hour course designed to give students the skills required to be successful in both academic and career endeavors. Areas of concentration are Portfolio writing, self-assessment, skills in listening, note taking, improving test scores and time management, self-esteem, goal setting and educational development plans. The portfolio writing is especially useful for the student intending to transfer to a university or preparing for employment interviews. This course is a required course for anyone wishing to earn either a certificate or degree in the business area.

*What students are saying about BAM 101:*

*“I have so much more self-esteem and confidence than when I started this class. I think that is the most important thing that someone can take with them through life.”*

*“I expanded my comfort zone and I’m doing something I wouldn’t have thought of doing six months ago.”*

*“I’ve learned new techniques that will help me through college and life.”*

*“From here I am going to the top and there is no stopping me.”*



*Dr. Lester Keith, Professor of Business Administration, has a Bachelor’s in Management, a Master’s in Management/Marketing and a Doctorate in Marketing. He has taught at Glen Oaks since 1991. Professor Keith and all the business faculty work closely with business and industry to remain current and relevant.*

## To be granted an AASB...

Students must earn one of the following certificates:

Accounting  
Computer Information Systems  
Database Programming  
Management/Marketing  
Office Administrative Assistant-Executive  
Office Administrative Assistant-Legal  
Health Insurance Coder/Biller - Hospital Specialties  
Health Insurance Coder/Biller - Technician  
Medical Transcription  
Medical Assistant

## Related Transfer Programs for a Bachelor Degree ...

Associate of Business  
Associate of General Studies

- Business Administration
- Business Ownership
- Human Resources
- Public Administration
- Management
- Computer Science
- Marketing
- Sales
- Accounting
- Finance
- Economics

# Preparation

## Current High School Students:

Be prepared to enter directly into the first semester of college courses. The college recommends that you complete a Secondary School Business and Management Career Pathway Sequence provided at many schools. Check with your High School Counselor for High School Graduation requirements and possible Articulation Agreements. *Courses might include English, Math, General Science or Lab Science courses, Basic Keyboarding, Introduction to Computers, Advanced Computer classes, foreign language, Psychology/Sociology and Geography.*

## Adults Returning to School:

Don’t underestimate your life experience!

A Glen Oaks Community College counselor can help you assess your life experience and suggest how you can best apply those skills to your academic goals.

This publication is intended to provide a general overview of the program. For current specific requirements, consult with a Glen Oaks Community College academic counselor. AQP7/08

# Career Resources

Glen Oaks Career Counseling Services  
Students Services Department  
(269) 467-9945 or (888) 994-7818  
[www.glenoaks.cc.mi.us](http://www.glenoaks.cc.mi.us)

Michigan's Web-based Education  
Development Plan  
[www.mi-edp.org](http://www.mi-edp.org)

Bureau of Labor Statistics Occupational Outlook  
Handbook  
[www.bls.gov/oco](http://www.bls.gov/oco)

Michigan Occupational Information System  
MOIS  
[www.mois.org](http://www.mois.org)

## Non-Discrimination Statement:

It is the policy of Glen Oaks Community College that no discriminatory practices based on gender/sex, race, religion, color, age, national origin, disability, height, weight, or any other status covered by federal, state, or local law be allowed in providing instructional opportunities, programs, services, employment or in policies governing student conduct and attendance. Contact the Associate Dean of Instruction or Civil Rights Coordinator at GOCC (269.467.9945) if you feel discriminatory practices have taken place.



## You can do this!

*In a matter of two or three semesters you can graduate with an occupational certificate in Management/Marketing from Glen Oaks Community College. You may choose to take those 30 credit hours and apply them toward the Associate of Applied Science in Business Degree. Just take a look at the qualifications needed today for many business-related professions and you'll see why beginning classes makes sense! Take charge of your future and enroll now.*

## STUDENT SUPPORT

- Personalized educational and career planning
- Financial aid and scholarships
- Flexible schedule: day, evening, distance learning online/video classes
- Tutorial programs and free tutoring
- Modern labs and computer information classrooms
- Full-service library/computer center
- Small class size & caring, knowledgeable instructors.

# CALL NOW

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