

MARKETING MANAGEMENT

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The goal of the Marketing Management curriculum is to meet a variety of student needs, including courses that introduce the field of marketing, as well as career program courses concerned with preparation for entry level positions, upgrading skills needed in current jobs, making career changes, or acquiring specialized knowledge for small business ownership. Oakton offers an A.A.S. Degree in Marketing Management and two certificates. The A.A.S. affords the broadest range of preparation for career positions in professional selling, research, advertising, customer service, public relations, retail merchandising, new product development, brand management, channel management, nonprofit marketing and e-business.

Certificates offer opportunities for students to become more diversified in meeting current needs, gaining new credentials quickly, adding salable skills, and building on previously obtained business knowledge. The marketing courses required to earn certificates may also be applied to the associate degree. Certificates offered include Marketing Management and Marketing Communications. To earn a certificate, all MKT courses must be completed with a minimum grade of C.