

# Marketing and Management

## THE PROGRAM

These three programs are designed for students who want to upgrade the skills necessary to work as supervisors or in a retail environment. Practical application of communications and business skills will prepare students for supervisor and retail positions.

## CAREER OPPORTUNITIES

These certificates are part of the Business Management & Administration Cluster. For retail, the largest employers are clothing accessories stores, department stores, building material and supply dealers, motor vehicle and parts, and general merchandise stores such as warehouse clubs and supercenters. The supervisor certificate prepares for general management, business information management, human resources management, operations management, and administrative support. The leadership certificate builds upon this with further exploration of management and interpersonal communication.

## RETAILING

### Curriculum No. 293

A certificate program designed for students wanting to upgrade their skills necessary to work in a retail environment. Practical application of communication, basic math, and social skills will prepare students for entry level positions in retail. This certificate meets the recommendations of area retail merchants. Requires 18 credit hours. Gainful employment information for certificates in the Marketing and Management program can be found at [www.kish.edu/mm](http://www.kish.edu/mm).

### REQUIRED COURSES

BUS 101	Introduction to Business	(3)
BUS 120	Business Mathematics	(3)
BUS 130	Human Relations	(3)
COM 108	Communication in the Workplace	(3)
MM 233	Retail Management	(3)
MM 266	Principles of Sales	(3)

## SUPERVISION BASICS

### Curriculum No. 409

This certificate program is designed for students who are interested in becoming front-line supervisors. With this Supervision Basic certificate students may desire to continue towards an Associate in Applied Science in Marketing and Management. Requires 12 credit hours. Gainful employment information for certificates in the Marketing and Management program can be found at [www.kish.edu/mm](http://www.kish.edu/mm).

### REQUIRED COURSES

BUS 101	Introduction to Business	(3)
COM 100	Oral Communication <b>OR</b>	
COM 108	Communication in the Workplace	(3)
MM 237	Supervision	(3)
	OS Elective	(3)

## ORGANIZATIONAL LEADERSHIP

### Curriculum No. 411

This certificate program is designed for students who wish to progress into entry level leadership positions within an organization. It builds upon the Supervision Basics certificate and students who achieve this Organizational Leadership certificate may desire to continue towards an Associate in Applied Science in Marketing and Management. Requires 21 credit hours.

### ONE YEAR PROGRAM

#### Fall Semester

BUS 101	Introduction to Business	(3)
COM 100	Oral Communication <b>OR</b>	
COM 108	Communication in the Workplace	(3)
MM 237	Supervision	(3)
	OS Elective	(3)

#### Spring Semester

BUS 130	Human Relations	(3)
MM 162	Introduction to Management	(3)
MM 250	Leadership Development	(3)

## Additional Sources of Information:

### DEPARTMENT

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### STUDENT SERVICES

Advising  
 815-825-9375