



Business Management/Marketing

Seward County Community College

An increasing number of people are seeking management or marketing-related jobs today, and those without a college degree are finding it more and more difficult to be considered for a position.

The Business Management/Marketing program at Seward County Community College is for students who want to pursue a career in the entry-level of management or marketing. The program emphasizes an understanding of and the ability to manage business and people effectively. It utilizes current business technology to train students in the most important skills for the job. The program is nationally accredited through the Accreditation Council for Business Schools and Programs (ACBSP). This attainment certifies that the teaching and learning processes within the institution meet the rigorous educational standards established by ACBSP.

Career Opportunities

A degree completion at SCCC will provide a foundation for the following areas:

- Advertising & Promotion
- Product Development
- Sales & Marketing
- Public Relations
- General Management
- Administration
- Human Recourse Management
- Hotel & Restaurant Management

Degree Options

At SCCC, students will have the opportunity to learn valuable skills in the workplace while earning credit toward their degree. The Management/Marketing program allows students the chance to work in a retail, advertising, or mid-management position and apply the classroom instruction concurrently. Students may choose to complete the Associate of Applied Science degree which offers two years of school to prepare the student for work, or a Management/Marketing Certificate of Completion in one year.

Advising

SCCC business division advisors will assist students with their course of study and outline the specific requirements for completion of a degree or certificate program. It is important that the student contact the Admissions Office so that they can visit with an advisor at the time of their visit.

Facilities

Students will utilize wireless laptops loaded with the latest software to sharpen their skills and prepare them for the workplace. Several classes incorporate computer game simulations to help students practice management decision making skills with realistic graphics, video, and interactivity.

Clubs/Organizations

Phi Beta Lambda is a business club. Students compete with other colleges at the national level by presenting completed business projects before judges. This gives students a chance to make business decisions and learn professional techniques while they have fun and travel. Qualified students can even receive book scholarships.

Kappa Beta Delta is an honor society for qualified business students with a minimum 3.25 grade point average. The Society is designed to encourage and recognize scholarship and accomplishment among students of business, management and administration, and to promote personal and professional improvement.

Program Contact

Lisa Kennedy
Marketing/Management and BAT Coordinator, Instructor
620-417-1363
lisa.kennedy@sccc.edu

Degree Requirements

Type of Award: Associate in Applied Science

Semester Plan Credit Hours 64

First Semester (15 hours)

Intro to Marketing	3	-
Marketing/Mgmt.Sem.I	2	-
Intro to Business	3	-
Office Procedures	3	-
Salesmanship	3	-
1 st Year Seminar	1	-

Second Semester (17 hours)

Advertising	3	-
Business Tech Comm	3	-
Business Math	3	-
Business Management	3	-
Tiered Business Elective	2	-
Intro to Computers	3	-

Third Semester (15 hours)

Human Resource Mgmt	3	-
Bus English or Eng Comp I	3	-
Computerized Accounting	3	-
Intro to Acct or Acct I*	3	-
General Ed Requirement	3	-

Fourth Semester (17 hours)

Mrkt/Mgmt Internship I	2	-
Business Law	3	-
General Ed Requirement (Macro or Microeconomics)	3	-
E-Commerce	3	-
Public Sp or Inter Comm	3	-
General Ed Requirement	3	-

*Prerequisite: Introductory accounting course in high school or college

Recommended Business Electives

Records Management, Business English, Computer Based Spreadsheet, Microcomputer Database Management Systems, Web Page Design I, Business Mgmt/Mkt Internship II-IV, Business Practice Firm, Programming Logic and Design, Managerial Accounting, Personal Finance, Business Mgmt/Mkt Seminar I-IV, Business Ethics, BT Internship, Human Resource Management, Accounting II, Introduction to Sports Management, Accounting I, Practicum in Fitness Management, Practicum in Sports Management.

Total Degree Requirements

64

Type of Award: Certificate of Completion

Semester Plan Credit Hours 30

First Semester (14 hours)

Salesmanship	3	-
Intro to Business	3	-
Intro to Marketing	3	-
Business Math	3	-
Mrkt/Mgmt Seminar I	2	-

Second Semester (16 hours)

Advertising	3	-
Business Tech Comm	3	-
Mrkt/Mgmt Internship I	2	-
Business Tiered Elective	5	-
Intro to Computers	3	-

Total Award Requirements

30



Office of Admissions

620-417-1100 or 1-800-373-9951, ext. 1100

admit@sccc.edu

POLICY OF NODISCRIMINATION

Applicants for admission and employment, students, employees, sources of referral of applicants for admission and employment, and all unions or professional organizations holding collective bargaining or professional agreements with Seward County Community College/Area Technical School are hereby notified that this institution does not discriminate on the basis of race, religion, color, national origin, gender age, or disability in admission or access to, or treatment or employment in, its programs and activities. Any person having inquiries concerning Seward County Community College/Area Technical School's compliance with the regulations implementing Title VI, Title IX, or Section 504 is directed to contact Mr. Dennis M. Sander, PO Box 1137, 1801 N Kansas, Liberal, Kansas, 620.624.1951.

Mr. Sander has been designated by Seward County Community College/Area Technical School to coordinate the institution's effort to comply with the regulations implementing Title VI, Title IX, and Section 504. Any person may also contact the Assistant Secretary for Civil Rights, U.S. Department of Education, regarding the institution's compliance with the regulations implements Title VI, Title IX, or Section 504.