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FOR CLASS LISTINGS, AND COURSE  
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[WWW.WABASHVALLEY.CC](http://WWW.WABASHVALLEY.CC)

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### WABASH VALLEY COLLEGE



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A vertical banner for Marketing Business Management. The top section is red with the text "Marketing Business Management" in white. Below this is a photograph of four graduates in black caps and gowns, holding rolled-up diplomas. The bottom section is red with white abstract patterns and contains the text "Wabash Valley College Mt. Carmel, IL" and the IECC logo with the website "iecc.edu".

**Marketing  
Business  
Management**

Illinois Eastern Community Colleges

**Wabash Valley College**  
Mt. Carmel, IL

 [iecc.edu](http://iecc.edu)

# MARKETING BUSINESS MANAGEMENT

## **Associate in Applied Science Degree**

The Marketing Business Management degree program is for students interested in the various business and entrepreneurial career opportunities. Students study and practices skills in fundamental business practices in order to qualify for supervisory and middle management positions. The importance of team development, customer satisfaction, employee motivation, and problem solving is emphasized throughout the program. Business management students will also receive college credit and pay for on-the-job occupational experience while working in a business-related field during two semesters.

## **EMPLOYMENT:**

Graduates of the program can obtain jobs in fields including: product and service retailing, wholesaling, advertising, marketing, distribution, sales, food service, hospitality, supervision in manufacturing and business ownership. After completion of the degree, some graduates pursue a baccalaureate degree through the SIU-C capstone program.



# SALES

## **Certificate Program**

This certificate program is designed to assist the individual in obtaining the entry-level skills necessary for employment in the sales field.



# REAL ESTATE

The Real Estate certificate program, is a nine-month program that provides students the opportunity to take real estate courses that lead to state licensure as well as provide continuing education for individuals seeking licensure renewal.



# ENTREPRENEUR

Entrepreneurship is the practice of starting new businesses or projects, revitalizing mature businesses and developing new business opportunities identified through various marketing strategies. Entrepreneurial activities are innovative activities that are as diverse as the types of projects or organizations being developed.

Entrepreneurs develop new markets; they can create customers or buyers; they discover new sources of materials; they mobilize capital resources, which in economic terms these represent machines, buildings, and other physical productive resources; they introduce new technologies, new industries and new products intended to satisfy human needs; they create employment. The largest employer is the private business sector.

