

Dennis Rathjen;
Vogler Ford, graduated in 1972.



“John A. Logan College had a huge impact on my success. The business and marketing classes all seemed to have real world applications. But looking back now, every class from Human Relations to Speech helped turn a relatively quiet, shy Vietnam vet into a more outgoing, confident 23-year-old ready for the real world. At least once a month I pull something from the Business Law and Accounting classes, and almost daily I use something from the Advertising class. The on-the-job training portion of my two years was probably the most valuable. My first and only job was due in large part to that experience. It at least got my foot in the door, a door that I now own.”

“While I have recommended John A. Logan College to many, I have also hired several John A. Logan graduates over the years, some with Marketing degrees, and some with Auto Technology degrees. Maybe my most important referral was my son who received an Associates Degree from John A. Logan College and is about to graduate from SIU with a Marketing degree. While I might be a small success story for the John A. Logan Marketing Program, I’d like to think we might be one of the first second-generation success stories for the program.”



Regina Hartwell
(featured on the cover) graduated in 2002 from the Marketing Program. She currently owns and operates Weller Florist in Carterville, Illinois.

“John A. Logan College provided training to sharpen my existing skills, and additional education in all areas associated with business ownership.

The Marketing program is useful for all types of businesses. Sales, Retail Buying, Marketing, Business Law, and many other classes are beneficial in management positions or business ownership. I would recommend the program, especially to non-traditional students looking to update their business skills.

Attending John A. Logan College combined business experience with the education needed to complete my goal of business ownership.”

marketing Associate in Applied Science

CURRICULUM – 2 YEAR

first year - fall

COURSE		CREDITS
BUS 111	Business Mathematics	3
BUS 138	Employment Strategy	1
ENG 101	English Composition I	3
MKT 113	Principles of Marketing	3
MKT 130	Sales I	3
	<i>Business Elective</i>	3

second year - fall

COURSE		CREDITS
BUS 222	Legal and Social Environment of Business	3
BUS 235	Business Correspondence	3
CIS 207	Computer Applications	3
FIN 229	Financial Entrepreneurship	3
	<i>Business Elective</i>	3

first year - spring

COURSE		CREDITS
ACC 100	Business Accounting	3
MGT 112	Principles of Management	3
PSY 132	General Psychology	3
SPE 115	Speech	3
BUS 110	Introduction to Business	3
	<i>Business Elective</i>	3

second year - spring

COURSE		CREDITS
MKT 224	Advertising	3
MGT 228	Small Business Management	3
MKT 251	Purchasing	3
MKT 295	Marketing on the Internet	3
	<i>Business Elective</i>	3

Students planning to capstone into the TRM or Healthcare Management program at SIU should see those curriculum guides in the College Catalog.

Recommended Business Electives:

ACC 200	Financial Accounting I
BUS 215	Medical Transcription (Recommended for Healthcare Management Capstone Students)
BUS 255	Customer Service
CIS 104	Spreadsheet Design
CIS 240	Web Page Design
ECO 202	Introduction to Microeconomics
FIN 230	Financial Entrepreneurship II

Marketing Degree

This two year program leads to an Associate in Applied Science in Marketing. The curriculum is designed to provide students with a general background in marketing.

Graduates will be prepared for jobs at the mid-management level in a variety of businesses and industries. The curriculum also provides individuals in the field of business with a means to upgrade their job skills and to increase their potential for advancement.

Please visit the following websites for information about careers in Marketing/Retailing/Management:

www.nrf.com

www.careers-in-marketing.com/

www.nrf.com/RetailCareers/

Full-time Faculty

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SIUC Capstone

John A. Logan College has formal articulation agreements with Southern Illinois University Carbondale allowing Marketing (AAS) degree graduates to transfer into the Bachelor of Science in Technical Resource Management and Health Care Management programs.

The Capstone option makes it possible for students to earn a bachelor's degree in 60 additional hours.

Financial Aid

John A. Logan College realizes that many students require financial assistance. The college endeavors to assist individuals demonstrating financial need, and, in most cases, financial aid is available.

The College has been approved as a participating institution for grants made by the Illinois Student Assistance Commission and is also approved for federal student aid programs, including veteran's benefits. In addition, locally endowed scholarships are available to full-time students through the John A. Logan College Foundation.

John A. Logan College

Carterville, Illinois 62918

(618)-985-3741

Carterville and Williamson County (Switchboard)

(618)-985-2828

Williamson County Direct Extension Access

John A. Logan College Website: www.jalc.edu

John A. Logan College does not discriminate on the basis of race, religion, color, national origin, disability, age, or gender orientation.

JOHN A. LOGAN COLLEGE
Marketing

