

LANSING COMMUNITY COLLEGE			
Business, Economics & Management			
Curriculum Code: 0204 (Effective Fall 2017 – Summer 2022)	Marketing A.B. Pathway		
Semester I	Course Title	Prerequisites	Credit/ Billing Hours
Communication Core Area - <i>Select 1</i>			
COMM 130 <i>(formerly SPCH 130)</i>	Fund of Public Speaking	Reading Level 5 and Writing Level 6	3 / 3
Writing Core Area - <i>Select 1</i>			
ENGL 121 <i>(formerly WRIT 121)</i>	Composition I	Reading Level 5 and Writing Level 6	4 / 4
ENGL 131 <i>(formerly WRIT 131)</i>	Honors Composition I	Reading Level 5 and Writing Level 7	4 / 4
Program of Study Requirements			
BUSN 118	Introduction to Business	(Reading Level 5 and Writing Level 4) or AASD 105 concurrently	3 / 3
MKTG 100	Current Issues in Business	Reading Level 5 and Writing Level 6	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	Reading Level 5 and Writing Level 4	3 / 3
Credits			16 / 16
Semester II	Course Title	Prerequisites	Credit/Billing Hours
Math Core Area - <i>Select 1</i>			
MATH 117	Math for Business	(Minimum 2.0 in MATH 105 or MATH 106 or MATH 107 within 2 years or Math Level 5 within 2 years) and Reading Level 5 and Writing Level 4	4 / 4
MATH 120	College Algebra	(Minimum 2.0 in MATH 109 or MATH 112 within 2 years or Math Level 6 within 2 years) and Reading Level 5 and Writing Level 4	4 / 4

Program of Study Requirements			
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
MKTG 200	Principles of Marketing	Reading Level 5 and Writing Level 6	3 / 3
MKTG 210	Marketing on the Internet	Reading Level 5 and Writing Level 6	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
Credits			16 / 16
Semester III	Course Title	Prerequisites	Credit/ Billing Hours
Global Perspectives & Diversity Core Area - <i>Select 1</i>			
MGMT 234	Diversity in the Workplace	Reading Level 5 and Writing Level 6	3 / 3
Program of Study Requirements			
MKTG 130	Retailing	Reading Level 5 and Writing Level 4	3 / 3
MKTG 140	Introduction to Advertising	Reading Level 5 and Writing Level 6	3 / 3
MKTG 204	Marketing Research	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
MKTG 221	Consumer Behavior	Reading Level 5 and Writing Level 4	3 / 3
Credits			15 / 15

Semester IV	Course Title	Prerequisites	Credit/ Billing Hours
Science Core Area - <i>Select 1</i>			
ASTR 201	Introductory Astronomy	Reading Level 5 and Writing Level 6 and (Math Level 5 or MATH 107 or MATH 109 concurrently)	4 / 5
BIOL 120	Environmental Science	(Reading Level 5 or AASD 105 concurrently) and Writing Level 6	4 / 6
CHEM 135	Chemistry in Society	Reading Level 5 and Writing Level 6 and Math Level 4	4 / 5
PHYS 120	The Art of Physics	Reading Level 5 and Writing Level 6 and (Math Level 5 or MATH 107 concurrently or MATH 109 concurrently)	4 / 5
Program of Study Requirements			
MKTG 202	Managerial Marketing	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
MKTG 235	Marketing Internship	Department Approval	3 / 3
Marketing Related Electives - <i>Select 1 course for a minimum of 3 credits</i>			
ACCG 210	Principles of Accounting I	Reading Level 5 and Math Level 4	4 / 4
BUSN 254	Introduction to Investments	Reading Level 5 and Writing Level 4	2 / 2
ECON 201	Principles of Economics-Micro	Reading Level 5 and Math Level 4	4 / 4
LEGL 215	Business Law-Basic Principles	None	3 / 3
MGMT 200	Creative Thinking for Business	Reading Level 5 and Writing Level 6	3 / 3
MKTG 231	Independent Study in Marketing	Department Approval	1-3 / 1-3
Credits			13-14 / 14-16
Total Credits			60-61 / 61-63