



Field Sales and Marketing A.B.

Curriculum Code: 0190

Effective: Fall 2020 – Summer 2025

Revised: 4/24/20

Description

Sales/marketing specialists, or sales representatives, sell products to wholesalers, retailers, or consumers, usually on a commission basis. They call on customers, demonstrate products, point out salable features, answer questions, and forward orders. Some sales representatives sell services, rather than products. Graduates of this degree are prepared to work in a variety of manufacturing, wholesaling, and retailing environments, as well as in the service sector of our economy. Not all courses in this program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

Contact Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1522, or the Academic Advising Department, Gannon Building - StarZone, telephone number 517-483-1904.

General Education – Applied Degrees, Recommended Choices

(For the full list of options, see [General Education](#))

- English Composition – *Select one*
ENGL 121, Composition I, 4 credits / 4 billing hours
ENGL 131, Honors Composition I, 4 credits / 4 billing hours
- English Composition (second course)/Communications or Applied Communications – *Select one*
COMM 130, Fundamentals Public Speaking, 3 credits / 3 billing hours
- Humanities and Fine Arts or Social Sciences or Applied Social Sciences – *Select one*
MGMT 234, Diversity in the Workplace, 3 credits / 3 billing hours
SOCL 120, Introduction to Sociology, 4 credits / 4 billing hours
- Mathematics or Applied Mathematics – *Select one*
MATH 117, Math for Business, 4 credits / 4 billing hours
MATH 119, Math - Applications for Living, 4 credits / 4 billing hours
MATH 120, College Algebra, 4 credits / 4 billing hours
- Natural Sciences Lab or Applied Science and Technology Lab – *Select one*
BIOL 120, Environmental Science, 4 credits / 6 billing hours

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
LEGL 215	Business Law-Basic Principles	3 / 3
MGMT 150	Managing Customer Relations	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 200	Principles of Marketing	3 / 3
MKTG 202	Managerial Marketing	3 / 3
MKTG 204	Marketing Research	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 221	Consumer Behavior	3 / 3
MKTG 235	Marketing Internship	3 / 3

Program of Study Required Courses, Limited Choice – *Select two course, a minimum of six credits*

Course Code	Course Title	Credit / Billing Hours
BUSN 201	International Business	3 / 3
CITA 110	Intro to Microsoft Office	3 / 3
ECON 201	Principles of Economics-Micro	4 / 4
ECON 202	Principles of Economics-Macro	4 / 4
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MGMT 228	Organization Behavior	3 / 3
MKTG 229	Public Relations	3 / 3

Total Credit Hours

63-66 credits / 65-68 billing hours

Recommended Course Sequence

Semester I	Semester II
Gen Ed - English Composition Gen Ed - English Composition (second course)/ Communications or Applied Communications BUSN 118 MKTG 200	Gen Ed - Mathematics MGMT 150 MKTG 119 MKTG 140 Limited Choice

Semester III	Semester IV
Gen Ed - Natural Sciences Lab or Applied Science and Technology Lab LEGL 215 MKTG 120 MKTG 204 MKTG 210 MKTG 221	Gen Ed - Humanities and Fine Arts or Social Sciences or Applied Social Sciences MGMT 200 MKTG 202 MKTG 235 Limited Choice