



## Marketing A.B.

Curriculum Code: 0204

Effective: Fall 2020 – Summer 2025

### Description

Marketing is the set of activities that aims to satisfy the customer while making a profit. It is concerned with determining need and meeting demand by making goods and services known, available, and affordable. Entry-level personnel may require time in sales before internal promotion into marketing management positions. Graduates of this program are prepared to work in nearly every type of business and organization today. Traditional product marketing management is giving way to areas like nonprofit organization marketing, leading to a diverse job opportunity picture. 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 – *Select one*  
MATH 117, Math for Business, 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  
CHEM 135, Chemistry in Society, 4 credits / 5 billing hours  
PHYS 120, The Art of Physics, 4 credits / 5 billing hours

## Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 130	Retailing	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 229	Public Relations	3 / 3
MKTG 235	Marketing Internship	3 / 3

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

Course Code	Course Title	Credit / Billing Hours
ACCG 210	Principles of Financial Accg	4 / 4
ECON 201	Principles of Economics-Micro	4 / 4
LEGL 215	Business Law-Basic Principles	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MKTG 231	Independent Study in Marketing	1-3 / 1-3

## Total Credit Hours

60-63 credits / 61-65 billing hours

## Recommended Course Sequence

Semester I	Semester II
English Composition English Composition (second course)/ Communications or Applied Communications BUSN 118 MKTG 119 MKTG 200	Mathematics MKTG 120 MKTG 130 MKTG 229 Limited Choice
Semester III	Semester IV
Humanities and Fine Arts or Social Sciences or Applied Social Sciences MKTG 140	Natural Sciences Lab or Applied Science and Technology Lab MKTG 202

Semester III	Semester IV
MKTG 204 MKTG 210 MKTG 221	MKTG 235 Limited Choice