



Field Sales and Marketing A.B.

Career Community: Business

Curriculum Code: 0190

Effective: Fall 2022 – Summer 2027

Purpose of Major

This major is designed for students wishing to work in Field Sales and Marketing on completion of the Associate of Business degree. 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. Sales/marketing specialists, or sales representatives, sell products to wholesalers, retailers, or consumers, usually on a commission basis. They call on customers, point out salable features, answer questions, and forward orders. Some sales representatives sell services rather than products. Not all courses in this program transfer to all colleges. Students who also wish to transfer to a four-year institution should select coursework indicated for that institution and may complete the coursework for a Business, Enhanced AB degree. The Business, Enhanced AB option allows students to transfer additional credits (depending on institution) toward the Bachelor's degree. This allows completion of credits required for employment and of additional requirements for the Bachelor's. Institutions accepting coursework for the Business, Enhanced AB, Field Sales and Marketing track include Davenport University, Eastern Michigan University, Ferris State University, Northwood University, Oakland University, and Siena Heights University.

Milestone

In addition to the required General Education courses in Math and English, completion of MKTG 200 with a 2.0 or higher is a key component for success in completing this program. Knowledge obtained in this course is the foundation for learning in other required courses. Students are encouraged to contact their faculty if they need additional assistance with learning the concepts presented in this course.

Contact Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1546 or the Academic Advising Department, Gannon Building – Star Zone, telephone number 517-483-1904.

General Education – Applied Degrees, Recommended Courses

Select courses as indicated for specific transfer institutions. These courses are preferred General Education courses listed on Transfer Articulation agreements. The recommended courses in each General Education category also meet Michigan Transfer Agreement (MTA) requirements. If no course is indicated, choose from the list of options under [General Education](#). A minimum grade of 2.0 is required for each General Education course.

- English Composition or Applied English
Business Career Community courses meet this requirement.
- English Composition (Second Course) or Communications or Applied Communications
Business Career Community Courses meet this requirement.
- Humanities and Fine Arts or Social Science or Applied Social Science
Business Career Community Courses meet this requirement.
- Mathematics or Applied Mathematics
Business Career Community Courses meet this requirement.
- Natural Sciences Lab or Applied Science and Technology Lab
Business Career Community Courses meet this requirement.

Business Career Community Required Courses – *These courses are required for all Business programs. They should be taken before other Program Required or Limited Choice Courses. Some courses meet General Education requirements for Michigan Transfer Agreement (MTA). A minimum of 2.0 is required to transfer to other colleges (some colleges, and some programs within colleges, require a higher grade in a course.)*

Course Code	Course Title	Credit / Billing Hours
ACAD 100	First Year College Experience	1 / 1
ACCG 210	Principles of Financial Accg	4 / 4
BIOL 120 or BIOL 125	Environmental Science Introductory Biology	4 / 6 4 / 5
BUSN 118	Introduction to Business	3 / 3
COMM 110 or COMM 130	Communication in the Workplace Fundamentals Public Speaking	3 / 3 3 / 3
ECON 201	Principles of Economics - Micro	4 / 4
ENGL 121 or ENGL 131	Composition I Honors Composition I	4 / 4 4 / 4
LEGL 215	Business Law – Basic Principles	3 / 3
MATH 119 or MATH 120 or STAT 170	Math – Applications for Living College Algebra Introduction to Statistics	4 / 4 4 / 4 4 / 4
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MKTG 200	Principles of Marketing	3 / 3

Notes:

ACAD 100 may be waived based on the recommendation of a Program Advisor.

For students not considering transfer as an option, MGMT 234, Diversity in the Workplace, may be substituted for ECON 201 using the Course Substitution process. MGMT 234 meets LCC General Education requirements for Applied Degrees – Humanities or Social Science or Applied Social Science. MGMT 234 does not meet Michigan Transfer Agreement (MTA) Social Science requirements for transfer as a General Education course.

For future transfer to:

- Davenport University choose COMM 110 and STAT 170.
- Eastern Michigan University choose STAT 170.
- Ferris State University choose COMM 130 and STAT 170.
- Northwood University and Oakland University choose MATH 120.
- Siena Heights University (Bachelor of Business Administration major) choose BIOL 120 and STAT 170.
- Siena Heights University (Bachelor of Professional Communications major) choose BIOL 120.

Program of Study Required Courses - *A minimum of 2.0 is required to transfer to other colleges (some colleges, and some programs within colleges, require a higher grade in a course.)*

Course Code	Course Title	Credit / Billing Hours
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 130	Retailing	3 / 3
MKTG 140	Introduction to Advertising	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

Program of Study Required Courses, Limited Choice – *Select one*

Course Code	Course Title	Credit / Billing Hours
ACCG 211	Principles of Managerial Accg	4 / 4
MKTG 235	Marketing Internship	3 / 3

Minimum Total Credit Hours

69 credits / 70 billing hours

Recommended Course Sequence

Semester I
ACAD 100
BIOL 120 or BIOL 125
BUSN 118
ENGL 121 or ENGL 131
MKTG 200 – Milestone course

Semester II
LEGL 215
MATH 119 or MATH 120 or STAT 170
MGMT 225
MKTG 120

Semester III
ECON 201
MGMT 200
MKTG 204
MKTG 221

Semester IV
ACCG 210
COMM 110 or COMM 130
MKTG 119
MKTG 130
MKTG 202

Semester V
MGMT 150
MKTG 140
MKTG 210
Limited Choice

LCC makes every effort to limit revisions to the pathways during their effective timeframe. However, the College reserves the right to update certificate and degree title changes, and make course changes as needed, without prior notice.