



Marketing A.B.

Career Community: Business

Curriculum Code: 0204

Effective: Fall 2022 – Summer 2027

Purpose of Major

This major is designed for students wishing to work in the field of Marketing on completion of the Associate of Business degree. 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 ways to areas like nonprofit organization marketing, leading to a diverse job opportunity picture. 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 complete the coursework for a Business, Enhanced AB degree. The Business, Enhanced AB option allows students to transfer additional credits 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 Business, Enhanced AB, Marketing track degrees include Davenport University, Eastern Michigan University, Ferris State University (Business Administration – Professional Track), 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 Degree Courses, 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 COMM 130.

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 |
|-------------|--------------------------------|------------------------|
| 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 |
| MKTG 229 | Public Relations | 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

66 / 67 billing hours

Recommended Course Sequence

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| Semester I |
| ACAD 100 |
| BUSN 118 |
| ENGL 121 or ENGL 131 |

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| Semester I |
| MKTG 119 |
| MKTG 200 – Milestone course |

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

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| Semester III |
| ACCG 210 |
| MKTG 140 |
| MKTG 204 |
| MKTG 221 |

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| Semester IV |
| COMM 110 or COMM 130 |
| MKTG 130 |
| MKTG 202 |
| MKTG 229 |

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| Semester V |
| BIOL 120 or BIOL 125 |
| ECON 201 |
| 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.