



Marketing A.B.

Career Community: Business

Curriculum Code: 0204

Effective: Fall 2023 – Summer 2028

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

For further information, including career options, course substitutions and waivers, etc., contact the School of Business, 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 Communication or Applied Communication
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
Program of Study Required Courses meet this requirement.

Business Career Community Required Courses – *These courses are required for all Business programs. 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 Experience	1 / 1
ACCG 210	Principles of Financial Accg	4 / 4
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 when students meet College-approved waiver criteria.

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 STAT 170.

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

Note: For future transfer, choose ACCG 211

Program of Study Required Courses, Limited Choice – Natural Sciences or

Applied Natural Science - *Select one as indicated for each transfer institution. If a specific course is not indicated for the institution you are considering, or if transfer is not your goal, select any recommended course.*

Course Code	Course Title	Credit / Billing Hours
ANTH 275	Biological Anthropology	4 / 4
ANTH 280	Forensic Anthropology	3 / 3
ASTR 201	Introductory Astronomy	4 / 5
BIOL 120	Environmental Science	4 / 6
BIOL 121	Biol Foundation for Physiology	4 / 6
BIOL 125	Introductory Biology	4 / 6
BIOL 127	Cell Biology	4 / 6

Course Code	Course Title	Credit / Billing Hours
BIOL 128	Organismal Biology	4 / 6
BIOL 145	Intro Anatomy and Physiology	4 / 6
BIOL 201	Human Anatomy	4 / 6
BIOL 202	Human Physiology	4 / 5
BIOL 203 and BIOL 204	Microbiology Microbiology Laboratory	3 / 3 1 / 3
BIOL 210	Natural Resource Conservation	4 / 6
BIOL 260	Botany	4 / 6
BIOL 265	Zoology	4 / 6
CHEM 135	Chemistry in Society	4 / 5
CHEM 151 and CHEM 161	General Chemistry Lecture I General Chemistry Lab I	4 / 4 1 / 3
CHEM 152 and CHEM 162	General Chemistry Lecture II General Chemistry Lab II	3 / 3 1 / 3
CHEM 182 and CHEM 192	Introductory Organic Chemistry Intro Organic Chem Lab	3 / 3 1 / 3
CHEM 262	Quantitative Analysis	3 / 6
CHEM 272	Organic Chemistry Laboratory	2 / 6
GEOG 200	World Regional Geography	4 / 4
GEOG 221	Physical Geography	4 / 4
GEOL 221	Physical Geology	4 / 6
GEOL 222	Historical Geology	4 / 6
GEOL 230	Environmental Geology	4 / 6
ISCI 121	Physical Science Concepts	4 / 6
ISCI 131	Integrated Physical Science	4 / 6
PHYS 120	The Art of Physics	4 / 5
PHYS 200	Intro to Applied Physics	4 / 5
PHYS 221	Introductory Physics I	4 / 6
PHYS 222	Introductory Physics II	4 / 6
PHYS 251	Physics I with Calculus	5 / 7
PHYS 252	Physics II with Calculus	5 / 7

For future transfer to:

- Eastern Michigan University choose ASTR 201 or BIOL 120 or 125 or CHEM 135 or GEOG 221 or ISCI 131.
- Northwood University choose BIOL 120.
- Siena Heights University choose BIOL 120 or CHEM 135 or PHYS 120.

Minimum Total Credit Hours

64 / 64 billing hours

Recommended Course Sequence

Semester I
ACAD 100
BUSN 118
ENGL 121 or ENGL 131
MKTG 119
MKTG 200 – Milestone course

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

Semester III
MKTG 140
MKTG 204
MKTG 221
Limited Choice – Natural Sciences Lab or Applied Science and Technology Lab

Semester IV
ACCG 210
MKTG 130
MKTG 202
MKTG 229

Semester V
COMM 110 or COMM 130
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.