



Marketing C.A.

Career Community: Business

Curriculum Code: 0225

Effective: Fall 2023 – Summer 2028

Purpose of Major

Certificate holders may improve their opportunities for advancement in this or a related area. Additional education enhances an individual's employment opportunities. Students in this curriculum learn the basics of marketing in relation to other business operations. Students may complete this certificate as part of the Marketing Associate of Business degree.

Milestone

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 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.

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Principles of Business	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 200	Principles of Marketing	3 / 3
MKTG 202	Managerial Marketing	3 / 3

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

Course Code	Course Title	Credit / Billing Hours
COMM 130	Fundamentals Public Speaking	3 / 3
ENGL 121	Composition I	4 / 4
ENGL 127	Business Writing	3 / 3
ENGL 131	Honors Composition I	4 / 4

Note: Students considering completing the Marketing Associates of Business degree should choose ENGL 121 or ENGL 131.

Program of Study Required Courses, Limited Choice - Marketing - *Select four courses, minimum of twelve credits*

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

Minimum Total Credit Hours

30 credits / 30 billing hours

Recommended Course Sequence

Semester I
BUSN 118
MKTG 119
MKTG 200 – Milestone course
Limited Choice – Composition and Communication
Limited Choice – Marketing

Semester II
MKTG 120
MKTG 202
Limited Choice – Marketing
Limited Choice – Marketing
Limited Choice - Marketing

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.