

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Field Sales and Marketing
Associate in Business Degree

Curriculum Code: 0190 (Effective Fall 2011 – Summer 2016)

Sales/marketing specialists, or sales representatives, sell products to wholesalers, retailers, or consumers, usually on a commission basis. They call on customers, demonstrate products, point out salable features, answer questions, and forward orders. Some sales representatives sell services, rather than products. Graduates of this program are prepared to work in a variety of manufacturing, wholesaling, and retailing environments, as well as in the service sector of our economy. **Not all courses in this program transfer to all colleges.** Students planning to transfer should see an academic advisor before enrolling in any course.

PREREQUISITES

Students should see *Course Descriptions* or *Course Offerings* for course prerequisite information. See the *Assessment and Placement Testing* section for skills assessment and advising information.

INFORMATION

Contact the Business & Economics Department, Gannon Building, Room 190, telephone number (517) 483-1522 (Website: www.lcc.edu/business/) or Academic Advising Department, Gannon Building, Room 212, telephone number (517) 483-1904.

REQUIREMENTS

CODE	TITLE	TOTAL: 44 CREDITS CREDIT HOURS
BUSN 118	Introduction to Business	3
LEGL 215	Busn Law I, Basic Principles	3
MGMT 150	Managing Customer Relations	3
MGMT 200	Creative Thinking for Business	3
MGMT 234	Diversity in the Workplace	3
MKTG 100	Current Issues in Business	3
MKTG 119	Mktg/Manage Your Profess Image	3
MKTG 120	Sales	3
MKTG 200	Principles of Marketing	3
MKTG 202	Managerial Marketing	3
MKTG 210	Marketing on the Internet	3
MKTG 221	Consumer Behavior	2
MKTG 235	Marketing Internship	3
SPCH 110	Oral Comm in the Workplace	3
WRIT 127	Business Writing	3

LIMITED CHOICE REQUIREMENTS

TOTAL: 16-19 CREDITS

Complete the indicated number of credits from **EACH CHOICE** listed below.

CHOICE 1: General Education Core Areas

6-9 Credits

(See *General Education Core Requirements* for information on how to fulfill these requirements.)

Core area proficiency exams, where appropriate, are available for each core area.)

Communication Core Area (See Note 1)	0
Global Perspectives and Diversity Core Area (See Note 1)	0
Mathematics Core Area	3-4
Science Core Area	3-5
Writing Core Area (See Note 1)	0

CHOICE 2: Sales/Marketing Related (See Note 2)	10 Credits
ACCG 210 Principles of Accounting I	4
ACCG 211 Principles of Accounting II	4
BUSN 160 Starting a Business	4
BUSN 161 Writing a Business Plan	2
BUSN 201 International Business	3
CITA 110 Intro to Microsoft Office	3
ECON 201 Principles of Economics–Micro	4
ECON 202 Principles of Economics–Macro	4
MGMT 150 Managing Customer Relations	3
MGMT 225 Principles of Mgmt/Leadership	3
MGMT 228 Organization Behavior	3
MGMT 239 Time and Stress Management	3
MKTG 101 Marketing Special Topics (See Note 3)	1
MKTG 131 Merchandising	2
MKTG 140 Introduction to Advertising	3
MKTG 204 Marketing Research	3
MKTG 229 Public Relations	2
MKTG 235 Marketing Internship	3
MINIMUM TOTAL	60

NOTES:

1. Students completing "REQUIREMENTS" have fulfilled the requirements for this Core area.
2. Students may also choose up to 3 credits of TIME Series Topics (MGMT 290). Students should confer with a Business & Economics Department advisor to assure that selection of "LIMITED CHOICE" courses will best fit their career plans.
3. MKTG 101 may be taken up to three times for a maximum of 3 credits toward this degree.

SUGGESTED COURSE SEQUENCE

Students should see course descriptions to find out when departments plan to offer courses. Students who for any reason are unable to follow the course sequence suggested below (for example, those who are part-time, have transferred in courses from another school, or have prerequisites to fulfill) should contact an academic advisor for help with adjustments.

I	II	III	IV
BUSN 118	MGMT 150	LEGL 215	MGMT 200
MKTG 100	MGMT 234	MKTG 120	MKTG 202
SPCH 110	MKTG 119	MKTG 210	MKTG 235
WRIT 127	MKTG 200	MKTG 221	Lim.Ch.
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