

# LANSING COMMUNITY COLLEGE

## CURRICULUM GUIDE

Marketing  
Associate in Business Degree

Curriculum Code: 0204 (Effective Fall 2009 – Summer 2014)

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 way to areas like nonprofit organization marketing, leading to a diverse job opportunity picture. **Not all courses in this program transfer to all colleges.** Students planning to transfer should see an academic advisor or counselor 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 Department, Gannon Building, Room 190, telephone number (517) 483-1522 (Website: [www.lcc.edu/business/](http://www.lcc.edu/business/)) or Counseling and Advising Centers, Gannon Building, Room 204, telephone number (517) 483-1904.

### REQUIREMENTS

CODE	TITLE	TOTAL: 44 CREDITS CREDIT HOURS
BUSN 118	Introduction to 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 130	Retailing	3
MKTG 140	Introduction to Advertising	3
MKTG 200	Principles of Marketing	3
MKTG 202	Managerial Marketing	3
MKTG 204	Marketing Research	3
MKTG 210	Marketing on the Internet	3
MKTG 229	Public Relations	2
MKTG 235	Marketing Internship	3
SPCH 110	Oral Comm in the Workplace	3
WRIT 127	Business Writing	3

**LIMITED CHOICE REQUIREMENTS****TOTAL: 16–18 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: Marketing Related (See Note 2)****10 Credits**

ACCG 210	Principles of Accounting I	4
BUSN 160	Starting a Business	2
BUSN 161	Writing a Business Plan	2
BUSN 201	International Business	3
BUSN 254	Introduction to Investments	2
CITA 110	Intro to Microsoft Office	3
CITW 150	Internet Literacy	3
ECON 201	Principles of Economics–Micro	4
ECON 202	Principles of Economics–Macro	4
LEGL 215	Busn Law I, Basic Principles	3
MGMT 150	Managing Customer Relations	3
MGMT 200	Creative Thinking for Business	3
MGMT 223	Supervisory Skills	3
MGMT 231	Developing and Leading Teams	3
MKTG 101	Marketing Special Topics (See Note 3)	1–3
MKTG 131	Merchandising	2
MKTG 221	Consumer Behavior	2
MKTG 231	Independent Study in Marketing	1–3

**MINIMUM TOTAL****60****NOTES:**

1. Students completing "REQUIREMENTS" have fulfilled the requirements for this Core area.
2. Students may also choose up to 4 credits of TIME Series Topics (MGMT 290). Students should confer with a Business Careers program 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 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 or counselor for help with adjustments.

<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
BUSN 118	MGMT 234	MKTG 130	MKTG 202
MKTG 100	MKTG 120	MKTG 140	MKTG 235
MKTG 119	MKTG 200	MKTG 204	Lim.Ch.
WRIT 127	MKTG 210	MKTG 229	Lim.Ch.
Lim.Ch.	SPCH 110	Lim.Ch.	Lim.Ch.