

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Marketing
Certificate of Achievement

Curriculum Code: 0225 (Effective Fall 2009 – Summer 2014)

Certificate holders may improve their opportunities for advancement in this or a related area. Additional education enhances an individual's employment opportunities.

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/) or Counseling and Advising Centers, Gannon Building, Room 204, telephone number (517) 483-1904.

REQUIREMENTS

CODE	TITLE	TOTAL: 24 CREDITS CREDIT HOURS
BUSN 118	Introduction to Business	3
MKTG 119	Mktg/Manage Your Profess Image	3
MKTG 120	Sales	3
MKTG 130	Retailing	3
MKTG 200	Principles of Marketing	3
MKTG 202	Managerial Marketing	3
SPCH 110	Oral Comm in the Workplace	3
WRIT 127	Business Writing	3

LIMITED CHOICE REQUIREMENTS

TOTAL: 6 CREDITS

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

CHOICE 1: Marketing Related (See Note 1)

6 Credits

MINIMUM TOTAL

30

NOTE:

1. Choose any course with a MKTG prefix not already used to meet certificate requirements.

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.

I	II
BUSN 118	MKTG 120
MKTG 119	MKTG 130
MKTG 200	MKTG 202
WRIT 127	SPCH 110
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