

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Marketing
Certificate of Achievement

Curriculum Code: 0225 (Effective Fall 2014 – Summer 2019)

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 and its relationship to business operations. A Marketing Certificate may lead to a Field Sales or Marketing Associate Degree.

PREREQUISITES

Students should see [Course Descriptions](#) for course prerequisite information. See [Academic Assessment and Placement Testing for Student Success](#) for skills assessment and advising information.

INFORMATION

Contact the Business & Economics Department, Gannon Building, Room 131, telephone number (517) 483-1522 (Website: www.lcc.edu/business/) or the Academic Advising Department, Gannon Building, Room 200, telephone number (517) 483-1904.

REQUIREMENTS

CODE	TITLE	TOTAL: 18 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

LIMITED CHOICE REQUIREMENTS

TOTAL: 12-13 CREDITS

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

CHOICE 1: Marketing Related (See Note 1) **9 Credits**

CHOICE 2: Communication Related **3-4 Credits**

SPCH 110	Oral Comm in the Workplace	3
SPCH 120	Dynamics of Communicationon	3
SPCH 130	Fund of Public Speaking	3
WRIT 121	Composition I	4
WRIT 127	Business Writing	3

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 for help with adjustments.

I	II
BUSN 118	MKTG 120
MKTG 119	MKTG 130
MKTG 200	MKTG 202
Lim.Ch.	Lim.Ch.
Lim.Ch.	Lim.Ch.