

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Marketing

Associate in Business Degree

Curriculum Code: 0204 (Effective Fall 2015 – Summer 2020)

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 before enrolling in any course.

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 Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

REQUIREMENTS

TOTAL: 36 CREDITS

CODE	TITLE	CREDIT HOURS
BUSN 118	Introduction to Business	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	3
MKTG 235	Marketing Internship	3

LIMITED CHOICE REQUIREMENTS

TOTAL: 25-32 CREDITS

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

CHOICE 1: [General Education Core Areas](#)**16–22 Credits**

(Click the link above for information on how to fulfill these requirements. Core area proficiency exams, where appropriate, are available for each core area.)

Communication Core Area	3–4
Global Perspectives and Diversity Core Area	3–4
Mathematics Core Area	3–5
Science Core Area	4–5
Writing Core Area	3–4

CHOICE 2: Marketing Related**9 Credits**

ACCG 210	Principles of Accounting I	4
BUSN 201	International Business	3
BUSN 254	Introduction to Investments	2
CITF 110	Intro Computer Info Systems	3
ECON 201	Principles of Economics–Micro	4
ECON 202	Principles of Economics–Macro	4
LEGL 215	Business Law–Basic Principles	3
MGMT 150	Managing Customer Relations	3
MGMT 200	Creative Thinking for Business	3
MGMT 201	Time Management for Business	1
MGMT 202	Managing Difficult People	1
MGMT 203	Managing Meetings	1
MGMT 231	Developing and Leading Teams	3
MKTG 221	Consumer Behavior	3
MKTG 231	Independent Study in Marketing	1–3

MINIMUM TOTAL**61****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	MKTG 120	MKTG 130	MKTG 202
MKTG 100	MKTG 200	MKTG 140	MKTG 235
MKTG 119	MKTG 210	MKTG 204	Lim.Ch.
Lim.Ch.	Lim.Ch.	MKTG 229	Lim.Ch.
Lim.Ch.	Lim.Ch.	Lim.Ch.	Lim.Ch.