

# LANSING COMMUNITY COLLEGE

## CURRICULUM GUIDE

Field Sales and Marketing  
Associate in Business Degree

Curriculum Code: 0190 (Effective Fall 2016 – Summer 2021)

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 degree 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](#) 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/](http://www.lcc.edu/business/)) or Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

### REQUIREMENTS

**TOTAL: 39 CREDITS**

CODE	TITLE	CREDIT HOURS
BUSN 118	Introduction to Business	3
LEGL 215	Business Law–Basic Principles	3
MGMT 150	Managing Customer Relations	3
MGMT 200	Creative Thinking for Business	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	3
MKTG 235	Marketing Internship	3
SPCH 130	Fundamentals of Public Speaking	3

### LIMITED CHOICE REQUIREMENTS

**TOTAL: 22–27 CREDITS**

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

**CHOICE 1: [General Education Core Areas](#)**

**13–18 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	0
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: Sales/Marketing Related**

**9 Credits**

ACCG 210	Principles of Accounting I	4
ACCG 211	Principles of Accounting II	4
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 201	Time Management for Business	1
MGMT 202	Managing Difficult People	1
MGMT 203	Managing Meetings	1
MGMT 225	Principles of Mgmt/Leadership	3
MGMT 228	Organization Behavior	3
MKTG 140	Introduction to Advertising	3
MKTG 204	Marketing Research	3
MKTG 229	Public Relations	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	MGMT 150	LEGL 215	MGMT 200
MKTG 100	MKTG 119	MKTG 120	MKTG 202
SPCH 130	MKTG 200	MKTG 210	MKTG 235
Lim.Ch.	Lim.Ch.	MKTG 221	Lim.Ch.
Lim.Ch.	Lim.Ch.	Lim.Ch.	Lim.Ch.