

LANSING COMMUNITY COLLEGE			
Business, Economics & Management			
Curriculum Code: 0190 (Effective Fall 2017 – Summer 2022)	Field Sales and Marketing A.B. Pathway		
Semester I	Course Title	Prerequisites	Credit/ Billing Hours
<b>Writing Core Area - <i>Select 1</i></b>			
ENGL 121 <i>(formerly WRIT 121)</i>	Composition I	Reading Level 5 and Writing Level 6	4 / 4
<b>Communication Core Area - <i>Select 1</i></b>			
COMM 130 <i>(formerly SPCH 130)</i>	Fund of Public Speaking	Reading Level 5 and Writing Level 6	3 / 3
<b>Program of Study Requirements</b>			
BUSN 118	Introduction to Business	(Reading Level 5 and Writing Level 4) or AASD 105 concurrently	3 / 3
MKTG 100	Current Issues in Business	Reading Level 5 and Writing Level 6	3 / 3
<b>Sales/Marketing Related Electives - <i>Select at least 1 course for a minimum of 3 credits</i></b> <i>Courses may not be duplicated</i>			
ACCG 210	Principles of Accounting I	Reading Level 5 and Math Level 4	4 / 4
BUSN 201	International Business	Reading Level 5 and Writing Level 4	3 / 3
ECON 201	Principles of Economics- Micro	Reading Level 5 and Math Level 4	4 / 4
MGMT 201	Time Management for Business	Reading Level 4 and Writing Level 4	1 / 1
MGMT 203	Managing Meetings	Reading Level 5 and Writing Level 6	1 / 1
MGMT 225	Principles of Mgmt/Leadership	Reading Level 5 and Writing Level 6	3 / 3
MGMT 228	Organization Behavior	Reading Level 5 and Writing Level 6	3 / 3
MKTG 140	Introduction to Advertising	Reading Level 5 and Writing Level 6	3 / 3
MKTG 204	Marketing Research	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3

MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
			<b>Credits</b> 16-17 / 16-17
<b>Semester II</b>	<b>Course Title</b>	<b>Prerequisites</b>	<b>Credit/ Billing Hours</b>
<b>Math Core Area - <i>Select 1</i></b>			
MATH 117	Math for Business	(Minimum 2.0 in MATH 105 or MATH 106 or MATH 107 within 2 years or Math Level 5 within 2 years) and Reading Level 5 and Writing Level 4	4 / 4
MATH 119	Math - Applications for Living	(Minimum 2.0 in MATH 105 or MATH 106 or MATH 107 or Math Level 5) and Reading Level 5 and Writing Level 4	4 / 4
MATH 120	College Algebra	(Minimum 2.0 in MATH 109 or MATH 112 within 2 years or Math Level 6 within 2 years) and Reading Level 5 and Writing Level 4	4 / 4
<b>Program of Study Requirements</b>			
MGMT 150	Managing Customer Relations	Reading Level 5 and Writing Level 6	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	Reading Level 5 and Writing Level 4	3 / 3
MKTG 200	Principles of Marketing	Reading Level 5 and Writing Level 6	3 / 3

<b>Sales/Marketing Related Electives - <i>Select at least 1 course for a minimum of 3 credits</i></b> <i>Courses may not be duplicated</i>			
ACCG 211	Principles of Accounting II	Minimum 2.0 in ACCG 210 and Reading Level 5 and Math Level 4	4 / 4
BUSN 201	International Business	Reading Level 5 and Writing Level 4	3 / 3
ECON 202	Principles of Economics-Macro	ECON 201 or concurrently and Reading Level 5 and Math Level 4	4 / 4
MGMT 202	Managing Difficult People	Reading Level 5 and Writing Level 6	1 / 1
MGMT 203	Managing Meetings	Reading Level 5 and Writing Level 6	1 / 1
MGMT 225	Principles of Mgmt/Leadership	Reading Level 5 and Writing Level 6	3 / 3
MGMT 228	Organization Behavior	Reading Level 5 and Writing Level 6	3 / 3
MKTG 140	Introduction to Advertising	Reading Level 5 and Writing Level 6	3 / 3
MKTG 204	Marketing Research	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
			<b>Credits</b> 16-17 / 16-17
<b>Semester III</b>	<b>Course Title</b>	<b>Prerequisites</b>	<b>Credit/Billing Hours</b>
<b>Science Core Area - <i>Select 1</i></b>			
BIOL 120	Environmental Science	(Reading Level 5 or AASD 105 concurrently) and Writing Level 6	4 / 6

<b>Program of Study Requirements</b>			
LEGL 215	Business Law-Basic Principles	None	3 / 3
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
MKTG 210	Marketing on the Internet	Reading Level 5 and Writing Level 6	3 / 3
MKTG 221	Consumer Behavior	Reading Level 5 and Writing Level 4	3 / 3
<b>Credits</b>			<b>16 / 18</b>
<b>Semester IV</b>	<b>Course Title</b>	<b>Prerequisites</b>	<b>Credit/ Billing Hours</b>
<b>Global Perspectives &amp; Diversity Core Area - <i>Select 1</i></b>			
MGMT 234	Diversity in the Workplace	Reading Level 5 and Writing Level 6	3 / 3
<b>Program of Study Requirements</b>			
MGMT 200	Creative Thinking for Business	Reading Level 5 and Writing Level 6	3 / 3
MKTG 202	Managerial Marketing	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
MKTG 235	Marketing Internship	Department Approval	3 / 3

Sales/Marketing Related Electives - <i>Select at least 1 course for a minimum of 3 credits</i>			
<i>Courses may not be duplicated</i>			
ACCG 210	Principles of Accounting I	Reading Level 5 and Math Level 4	4 / 4
ACCG 211	Principles of Accounting II	Minimum 2.0 in ACCG 210 and Reading Level 5 and Math Level 4	4 / 4
BUSN 201	International Business	Reading Level 5 and Writing Level 4	3 / 3
ECON 201	Principles of Economics-Micro	Reading Level 5 and Math Level 4	4 / 4
ECON 202	Principles of Economics-Macro	ECON 201 or concurrently and Reading Level 5 and Math Level 4	4 / 4
MGMT 225	Principles of Mgmt/Leadership	Reading Level 5 and Writing Level 6	3 / 3
MGMT 228	Organization Behavior	Reading Level 5 and Writing Level 6	3 / 3
MKTG 140	Introduction to Advertising	Reading Level 5 and Writing Level 6	3 / 3
MKTG 204	Marketing Research	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
			<b>Credits</b> 15-16 / 15-16
			<b>Total Credits</b> 63-66 / 65-68