

LANSING COMMUNITY COLLEGE

**Business, Economics & Management**

Curriculum Code: 0225 (Effective Fall 2017 – Summer 2022)	<b>Marketing C.A. Pathway</b>		
Semester I	Course Title	Prerequisites	Credit/ Billing Hours
<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 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>Communication Electives - <i>Select 1</i></b>			
COMM 130 (formerly SPCH 130)	Fund of Public Speaking	Reading Level 5 and Writing Level 6	3 / 3
ENGL 121 (formerly WRIT 121)	Composition I	Reading Level 5 and Writing Level 6	4 / 4
ENGL 127 (formerly WRIT 127)	Business Writing	(Reading Level 5 and Writing Level 6) or AASD 105 concurrently	3 / 3
<b>Marketing Electives - <i>Select 2 courses for a minimum of 6 credits</i></b>			
MKTG 130	Retailing	Reading Level 5 and Writing Level 4	3 / 3
MKTG 140	Introduction to Advertising	Reading Level 5 and Writing Level 6	3 / 3
MKTG 221	Consumer Behavior	Reading Level 5 and Writing Level 4	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
<b>Credits</b>			<b>18-19 / 18-19</b>

Semester II	Course Title	Prerequisites	Credit/Billing Hours
<b>Program of Study Requirements</b>			
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
MKTG 202	Managerial Marketing	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
<b>Marketing Electives - <i>Select 2 courses for a minimum of 6 credits</i></b>			
MKTG 204	Marketing Research	Minimum 2.0 in MKTG 200 and Reading Level 5 and Writing Level 6	3 / 3
MKTG 210	Marketing on the Internet	Reading Level 5 and Writing Level 6	3 / 3
MKTG 231	Independent Study in Marketing	Department Approval	1-3 / 1-3
MKTG 235	Marketing Internship	Department Approval	3 / 3
<b>Credits</b>			<b>12 / 12</b>
<b>Total Credits</b>			<b>30-31 / 30-31</b>