

LANSING COMMUNITY COLLEGE

**Business, Economics & Management**

| Curriculum Code:<br>0242 (Effective Fall<br>2017 – Summer<br>2022)             |                                | <b>Sales Specialist C.A. Pathway</b>                           |                          |
|--|--------------------------------|--|--------------------------|
| Semester I   | Course Title                   | Prerequisites  | Credit/<br>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                    |
| CITA 110   | Intro to Microsoft Office      | Reading Level 4  | 3 / 3                    |
| MKTG 119   | Mktg/Manage Your Profess Image | Reading Level 5 and Writing Level 4                            | 3 / 3                    |
| MKTG 120   | Sales                          | Reading Level 5 and Writing Level 4                            | 3 / 3                    |
| <b>Marketing Electives - <i>Select 1 course for a minimum of 3 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>15 / 15</b>           |
| Semester II  | Course Title                   | Prerequisites  | Credit/Billing Hours     |
| <b>Program of Study Requirements</b>   |                                |  |                          |
| COMM 130<br>(formerly SPCH 130)  | Fund of Public Speaking        | Reading Level 5 and Writing Level 6                            | 3 / 3                    |
| MGMT 150   | Managing Customer Relations    | Reading Level 5 and Writing Level 6                            | 3 / 3                    |
| MKTG 200   | Principles of Marketing        | 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>15 / 15</b> |
| <b>Total Credits</b>  |                                |   | <b>30 / 30</b> |