

LANSING COMMUNITY COLLEGE

Business, Economics & Management

Curriculum Code: 0190
(Effective Fall 2018 –
Summer 2023)

Field Sales and Marketing A.B. Pathway

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.

For More Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number (517) 483-1522, or the Academic Advising Department, Gannon Building - StarZone, telephone number (517) 483-1904.

Semester I	Course Title	Prerequisites	Credit/Billing Hours
Writing Core Area - <i>Select 1</i>			
ENGL 121	Composition I	Reading Level 5 and Writing Level 6 or (Reading Level 4 and Writing Level 4 and ENGL 099 concurrently)	4 / 4
ENGL 131	Honors Composition I	Reading Level 5 and Writing Level 7	4 / 4
Communication Core Area - <i>Select 1</i>			
COMM 130	Fund of Public Speaking	Reading Level 5 and Writing Level 6	3 / 3
Program of Study Requirements			
BUSN 118	Introduction to Business	Reading Level 5 or (Reading Level 4 and ENGL 099 concurrently) and Writing Level 4	3 / 3
MKTG 100	Current Issues in Business	Reading Level 5 and Writing Level 6	3 / 3
Electives - <i>Select at least 1 course for a minimum of 3 credits</i> <i>Courses may not be duplicated</i>			
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
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
Credits			16-17 / 16-17

Semester II	Course Title	Prerequisites	Credit/Billing Hours
Math Core Area - <i>Select 1</i>			
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
Program of Study Requirements			
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
Electives - <i>Select at least 1 course for a minimum of 3 credits</i> <i>Courses may not be duplicated</i>			
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
MKTG 140	Introduction to Advertising	Reading Level 5 and Writing Level 6	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
Credits			16-17 / 16-17

Semester III	Course Title	Prerequisites	Credit/Billing Hours
Science Core Area - <i>Select 1</i>			
BIOL 120	Environmental Science	(Reading Level 5 or ENGL 099 concurrently) and Writing Level 6	4 / 6
Program of Study Requirements			
LEGL 215	Business Law-Basic Principles	None	3 / 3
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
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 221	Consumer Behavior	Reading Level 5 and Writing Level 4	3 / 3
Credits			19 / 21
Semester IV	Course Title	Prerequisites	Credit/Billing Hours
Global Perspectives & Diversity Core Area - <i>Select 1</i>			
MGMT 234	Diversity in the Workplace	Reading Level 5 and Writing Level 6	3 / 3
Program of Study Requirements			
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
Electives - <i>Select at least 1 course for a minimum of 3 credits</i> <i>Courses may not be duplicated</i>			
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 210	Marketing on the Internet	Reading Level 5 and Writing Level 6	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
Credits			15 / 15
Total Credits			66-68 / 68-70