

LANSING COMMUNITY COLLEGE

Business, Economics & Management

Curriculum Code: 0204
(Effective Fall 2018 –
Summer 2023)

Marketing A.B. Pathway

Marketing is the set of activities that aims to satisfy the customer while making a profit. It is concerned with determining need and meeting demand by making goods and services known, available, and affordable. Entry-level personnel may require time in sales before internal promotion into marketing management positions. Graduates of this program are prepared to work in nearly every type of business and organization today. Traditional product marketing management is giving way to areas like nonprofit organization marketing, leading to a diverse job opportunity picture. 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
Communication Core Area - <i>Select 1</i>			
COMM 130	Fund of Public Speaking	Reading Level 5 and Writing Level 6	3 / 3
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
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
MKTG 119	Mktg/Manage Your Profess Image	Reading Level 5 and Writing Level 4	3 / 3
Credits			16 / 16

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 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			
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
MKTG 130	Retailing	Reading Level 5 and Writing Level 4	3 / 3
MKTG 200	Principles of Marketing	Reading Level 5 and Writing Level 6	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
Credits			16 / 16
Semester III	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			
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 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			15 / 15

Semester IV	Course Title	Prerequisites	Credit/Billing Hours
Science Core Area - <i>Select 1</i>			
ASTR 201	Introductory Astronomy	Reading Level 5 and Writing Level 6 and (Math Level 5 or MATH 107 or MATH 109 concurrently)	4 / 5
BIOL 120	Environmental Science	(Reading Level 5 or ENGL 099 concurrently) and Writing Level 6 and Writing Level 6	4 / 6
CHEM 135	Chemistry in Society	Reading Level 5 and Writing Level 6 and (Math Level 4 or minimum 2.0 in MATH 105 or MATH 106)	4 / 5
PHYS 120	The Art of Physics	Reading Level 5 and Writing Level 6 and (Math Level 5 or MATH 107 concurrently or MATH 109 concurrently)	4 / 5
Program of Study Requirements			
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 1 course for a minimum of 3 credits</i>			
ACCG 210	Principles of Accounting I	Reading Level 5 and Math Level 4	4 / 4
BUSN 254	Introduction to Investments	Reading Level 5 and Writing Level 4	2 / 2
ECON 201	Principles of Economics-Micro	Reading Level 5 and Math Level 4	4 / 4
LEGL 215	Business Law-Basic Principles	None	3 / 3
MGMT 200	Creative Thinking for Business	Reading Level 5 and Writing Level 6	3 / 3
MKTG 231	Independent Study in Marketing	Department Approval	1-3 / 1-3
Credits			13-14 / 14-16
Total Credits			60-61 / 61-63