

LANSING COMMUNITY COLLEGE

Business, Economics & Management

Curriculum Code: 0225
(Effective Fall 2018 –
Summer 2023)

Marketing C.A. Pathway

Certificate holders may improve their opportunities for advancement in this or a related area. Additional education enhances an individual's employment opportunities. Students in this curriculum learn the basics of marketing and its relationship to business operations. A Marketing Certificate may lead to a Field Sales or Marketing Associate Degree.

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
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 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
Communication Electives - <i>Select 1</i>			
COMM 130	Fund of Public Speaking	Reading Level 5 and Writing Level 6	3 / 3
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 127	Business Writing	Reading Level 5 and Writing Level 6 or (Reading Level 4 and Writing Level 4 and ENGL 099 concurrently)	3 / 3

Marketing Electives - <i>Select 2 courses for a minimum of 6 credits</i>			
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 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
Credits			18-19 / 18-19
Semester II	Course Title	Prerequisites	Credit/Billing Hours
Program of Study Requirements			
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
Marketing Electives - <i>Select 2 courses for a minimum of 6 credits</i>			
MKTG 130	Retailing	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 231	Independent Study in Marketing	Department Approval	1-3 / 1-3
MKTG 235	Marketing Internship	Department Approval	3 / 3
Credits			12 / 12
Total Credits			30-31 / 30-31