

LANSING COMMUNITY COLLEGE

Business, Economics & Management

Curriculum Code: 0242
(Effective Fall 2018 –
Summer 2023)

Sales Specialist C.A. Pathway

Students in this curriculum begin to learn sales skills to enhance their performance on the job. Selling is more than getting a customer to buy a product. It is a system that involves understanding and meeting needs, educating on possibilities, and developing lasting relationships. This certificate may help prepare a student for entry level customer service positions. A sales specialist may wish to go on to earn the 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
CITA 110	Intro to Microsoft Office	Reading Level 4	3 / 3
MKTG 200	Principles of Marketing	Reading Level 5 and Writing Level 6	3 / 3
MKTG 120	Sales	Reading Level 5 and Writing Level 4	3 / 3
Electives - <i>Select 1 course for a minimum of 3 credits</i>			
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
Credits			15 / 15

Semester II	Course Title	Prerequisites	Credit/Billing Hours
Program of Study Requirements			
COMM 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 119	Mktg/Manage Your Profess Image	Reading Level 5 and Writing Level 4	3 / 3
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			15 / 15
Total Credits			30 / 30