



## Field Sales and Marketing A.B.

Curriculum Code: 0190

Effective: Fall 2019 – Summer 2024

Revised: 4/24/20

### Description

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.

### Contact 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.

### General Education Core Courses, Recommended Choices

(For the full list of options, see [General Education Core](#))

- Communication – *Select one*  
COMM 130, Fund of Public Speaking, 3 credits / 3 billing hours
- Global Perspective and Diversity – *Select one*  
MGMT 234, Diversity in the Workplace, 3 credits / 3 billing hours
- Math – *Select one*  
MATH 117, Math for Business, 4 credits / 4 billing hours  
MATH 119, Math - Applications for Living, 4 credits / 4 billing hours  
MATH 120, College Algebra, 4 credits / 4 billing hours
- Science – *Select one*  
BIOL 120, Environmental Science, 4 credits / 6 billing hours
- Writing – *Select one*  
ENGL 121, Composition I, 4 credits / 4 billing hours  
ENGL 131, Honors Composition I, 4 credits / 4 billing hours

### Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
LEGL 215	Business Law-Basic Principles	3 / 3
MGMT 150	Managing Customer Relations	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3

Course Code	Course Title	Credit / Billing Hours
MKTG 100	Current Issues in Business	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 200	Principles of Marketing	3 / 3
MKTG 202	Managerial Marketing	3 / 3
MKTG 204	Marketing Research	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 221	Consumer Behavior	3 / 3
MKTG 235	Marketing Internship	3 / 3

**Program of Study Required Courses, Limited Choice** – *Select three courses, a minimum of nine credits*

Course Code	Course Title	Credit / Billing Hours
BUSN 201	International Business	3 / 3
ECON 201	Principles of Economics-Micro	4 / 4
ECON 202	Principles of Economics-Macro	4 / 4
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MGMT 228	Organization Behavior	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 229	Public Relations	3 / 3

**Total Credit Hours**

66-68 credits / 68-70 billing hours

**Recommended Course Sequence**

Semester I	Semester II
Communication Core Writing Core BUSN 118 MKTG 100 Limited Choice	Math Core MGMT 150 MKTG 119 MKTG 200 Limited Choice

Semester III	Semester IV
Science Core LEGL 215 MKTG 120 MKTG 204 MKTG 210 MKTG 221	Global Perspectives and Diversity Core MGMT 200 MKTG 202 MKTG 235 Limited Choice