



## **Marketing A.B.**

Curriculum Code: 0204

Effective: Fall 2019 – Summer 2024

### **Description**

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.

### **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 120, College Algebra, 4 credits / 4 billing hours
- Science – *Select one*  
ASTR 201, Introductory Astronomy, 4 credits / 5 billing hours  
BIOL 120, Environmental Science , 4 credits / 6 billing hours  
CHEM 135, Chemistry in Society, 4 credits / 5 billing hours  
PHYS 120, The Art of Physics, 4 credits / 5 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
MKTG 100	Current Issues in Business	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 130	Retailing	3 / 3
MKTG 140	Introduction to Advertising	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 229	Public Relations	3 / 3
MKTG 235	Marketing Internship	3 / 3

## Program of Study Required Courses, Limited Choice – *Select one or two courses, a minimum of three credits*

Course Code	Course Title	Credit / Billing Hours
ACCG 210	Principles of Financial Accg	4 / 4
BUSN 254	Introduction to Investments	2 / 2
ECON 201	Principles of Economics-Micro	4 / 4
LEGL 215	Business Law-Basic Principles	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MKTG 231	Independent Study in Marketing	1-3 / 1-3

## Total Credit Hours

60-61 credits / 61-63 billing hours

## Recommended Course Sequence

Semester I	Semester II
Communication Core	Math Core
Writing Core	MKTG 120
BUSN 118	MKTG 130
MKTG 100	MKTG 200
MKTG 119	MKTG 229

Semester III	Semester IV
Global Perspectives and Diversity Core	Science Core
MKTG 140	MKTG 202
MKTG 204	MKTG 235
MKTG 210	Limited Choice
MKTG 221	