Purpose of Major
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 in relation to other business operations. Students may complete this certificate as part of the Marketing Associate of Business degree.

Milestone
Completion of MKTG 200, with a 2.0 or higher, is a key component for success in completing this program. Knowledge obtained in this course is the foundation for learning in other required courses. Students are encouraged to contact their faculty if they need additional assistance with learning the concepts presented in this course.

Contact Information
Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1546 or the Academic Advising Department, Gannon Building – Star Zone, telephone number 517-483-1904.

Program of Study Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit / Billing Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 118</td>
<td>Principles of Business</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 119</td>
<td>Mktg/Manage Your Profession</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 120</td>
<td>Sales</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 200</td>
<td>Principles of Marketing</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 202</td>
<td>Managerial Marketing</td>
<td>3 / 3</td>
</tr>
</tbody>
</table>

Program of Study Required Courses, Limited Choice – Communication and Composition – Select one

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit / Billing Hours</th>
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</thead>
<tbody>
<tr>
<td>COMM 130</td>
<td>Fundamentals Public Speaking</td>
<td>3 / 3</td>
</tr>
<tr>
<td>ENGL 121</td>
<td>Composition I</td>
<td>4 / 4</td>
</tr>
<tr>
<td>ENGL 127</td>
<td>Business Writing</td>
<td>3 / 3</td>
</tr>
<tr>
<td>ENGL 131</td>
<td>Honors Composition I</td>
<td>4 / 4</td>
</tr>
</tbody>
</table>
Note:
Students considering completing the Marketing Associates of Business degree should choose ENGL 121 or ENGL 131.

Program of Study Required Courses, Limited Choice - Marketing - Select four courses, minimum of twelve credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit / Billing Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 130</td>
<td>Retailing</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 140</td>
<td>Introduction to Advertising</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 204</td>
<td>Marketing Research</td>
<td>3 / 3</td>
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<td>MKTG 210</td>
<td>Marketing on the Internet</td>
<td>3 / 3</td>
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<tr>
<td>MKTG 221</td>
<td>Consumer Behavior</td>
<td>3 / 3</td>
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<tr>
<td>MKTG 229</td>
<td>Public Relations</td>
<td>3 / 3</td>
</tr>
<tr>
<td>MKTG 235</td>
<td>Marketing Internship</td>
<td>3 / 3</td>
</tr>
</tbody>
</table>

Minimum Total Credit Hours
30 credits / 30 billing hours

Recommended Course Sequence

<table>
<thead>
<tr>
<th>Semester I</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>BUSN 118</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 119</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 200 – Milestone course</td>
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<td></td>
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<tr>
<td>Limited Choice – Composition and Communication</td>
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<tr>
<td>Limited Choice – Marketing</td>
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<table>
<thead>
<tr>
<th>Semester II</th>
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<tbody>
<tr>
<td>MKTG 120</td>
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<tr>
<td>MKTG 202</td>
<td></td>
<td></td>
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<tr>
<td>Limited Choice – Marketing</td>
<td></td>
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<tr>
<td>Limited Choice – Marketing</td>
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<tr>
<td>Limited Choice - Marketing</td>
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</table>

LCC makes every effort to limit revisions to the pathways during their effective timeframe. However, the College reserves the right to update certificate and degree title changes, and make course changes as needed, without prior notice.