



Marketing A.B.

Career Community: Business

Curriculum Code: 0204

Effective: Fall 2025 – Summer 2030

Purpose of the Major

This major is designed for students wishing to work in the field of Marketing on completion of the Associate of Business degree. 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 who also wish to transfer to a four-year institution should select coursework indicated for that institution and complete the coursework for a Business, Enhanced AB degree. The Business, Enhanced AB option allows students to transfer additional credits toward the Bachelor's degree. This allows completion of credits required for employment and of additional requirements for the Bachelor's. Institutions accepting coursework for Business, Enhanced AB, Marketing track degrees include Davenport University, Eastern Michigan University, Ferris State University (Business Administration – Professional Track), Northwood University, Oakland University, and Siena Heights University.

Milestone

In addition to the required General Education courses in Math and English, 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

For further information, including career options, course substitutions and waivers, etc., contact the School of Business, Gannon Building, Room 1222, telephone number 517-483-1546 or the Academic Advising Department, Gannon Building – Star Zone, telephone number 517-483-1904.

Major Required Courses - *Some courses meet General Education requirements for Michigan Transfer Agreement (MTA). A minimum grade of 2.0 is required to meet General Education requirements and for transfer to other colleges (some colleges, and some programs within colleges, require a higher grade in a course.)*

Course Code	Course Title	Credit/ Billing Hours
ACAD 100	First-Year Experience	1 / 1
ACCG 210	Principles of Financial Accg	4 / 4
BUSN 118	Introduction to Business	3 / 3
COMM 110 or COMM 130	Communication in the Workplace Fundamentals Public Speaking	3 / 3 3 / 3
ECON 201	Principles of Economics - Micro	4 / 4
ENGL 121 or ENGL 131	Composition I Honors Composition I	4 / 4 4 / 4
LEGL 215	Business Law – Basic Principles	3 / 3
MATH 120 or STAT 170	College Algebra Introduction to Statistics	4 / 4 4 / 4
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MGMT 234	Diversity in the Workplace	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 130	Retailing	3 / 3
MKTG 140	Principles of Advertising	3 / 3
MKTG 200	Principles of Marketing	3 / 3
MKTG 204	Marketing Research	3 / 3
MKTG 210	Intro to Digital Marketing	3 / 3
MKTG 229	Public Relations	3 / 3

Notes:

ACAD 100 may be waived when students meet College-approved waiver criteria.

For future transfer to:

- Central Michigan University choose COMM 110 and STAT 170.
- Davenport University choose COMM 110 and STAT 170.
- Eastern Michigan University choose STAT 170.
- Ferris State University choose COMM 130 and STAT 170.
- Northwood University and Oakland University choose MATH 120.
- Siena Heights University (Bachelor of Business Administration major) choose STAT 170.

Major Required Courses, Limited Choice –Select one

Course Code	Course Title	Credit/ Billing Hours
ACCG 211	Principles of Managerial Accg	4 / 4
MKTG 235	Marketing Internship	3 / 3

Note: For future transfer, choose ACCG 211.

Major Required Courses, Limited Choice – Natural Sciences or Applied Sciences and Technology Lab

Select one lab course as indicated for each transfer institution. If a specific course is not indicated for the institution you are considering, or if transfer is not your goal, select any recommended course or from [LCC General Education - Applied Degrees, Natural Sciences Lab or Applied Sciences and Technology Lab](#).

Course Code	Course Title	Credit / Billing Hours
ASTR 201	Introductory Astronomy	4 / 5
BIOL 120	Environmental Science	4 / 6
BIOL 125	Intro Biology for Non-Majors	4 / 6
CHEM 135	Chemistry in Society	4 / 5
GEOG 200	World Regional Geography	4 / 4
GEOG 206	Physical Geography	4 / 4
GEOL 221	Physical Geology	4 / 6
GEOL 222	Historical Geology	4 / 6
GEOL 230	Environmental Geology	4 / 6
ISCI 131	Integrated Physical Science	4 / 6
PHYS 120	The Art of Physics	4 / 5

For future transfer to:

- Central Michigan University choose BIOL 120.
- Eastern Michigan University choose ASTR 201 or BIOL 120 or 125 or CHEM 135 or GEOG 221 or ISCI 131.
- Northwood University choose BIOL 120.
- Siena Heights University choose BIOL 120 or CHEM 135 or PHYS 120.

General Education – Applied Degree Courses, Recommended Courses

- English Composition or Applied English
Major Required Courses meet this requirement.
- English Composition (second course) or Communication or Applied Communication
Major Required Courses meet this requirement.
- Humanities and Fine Arts or Social Science or Applied Social Science
Major Required Courses meet this requirement.
- Mathematics or Applied Mathematics
Major Required Courses meet this requirement.
- Natural Sciences Lab or Applied Science and Technology Lab
Major Required Courses meet this requirement.

Additional Credits

After completing the course and credit requirements as noted on this pathway, students who fall short of the 60-credit minimum required for an Associate Degree may select any course(s) needed to reach 60 credits, except those courses noted in number 7 in the [Institutional](#)

[Requirements for Associate Degrees](#). Students are encouraged to use Degree Works and meet with an Advisor to ensure all requirements are met and for course recommendations.

Minimum Total Credit Hours

62 credits / 62 billing hours

Recommended Course Sequence

Semester I
ACAD 100
BUSN 118
ENGL 121 or ENGL 131
MKTG 119
MKTG 200 – Milestone course

Semester II
ECON 201
LEGL 215
MATH 120 or STAT 170
MGMT 225
MKTG 120

Semester III
ACCG 210
MGMT 234
MKTG 140
MKTG 204
MKTG 210

Semester IV
ACCG 211 or MKTG 235
COMM 110 or COMM 130
MKTG 130
MKTG 229
Limited Choice – Natural Sciences Lab or Applied Sciences and Technology Lab

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 titles, and make course changes as needed, without prior notice. The College also reserves the right to discontinue programs when warranted.