Marketing C.A.

Career Community: Business
Curriculum Code: 0225
Effective: Fall 2024 – Summer 2029

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.

Additional Information

A student must earn a minimum grade of 2.0 in all courses.

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.

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	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

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

Course Code	Course Title	Credit / Billing Hours
COMM 110	Communication in the Workplace	3 / 3
COMM 130	Fundamentals Public Speaking	3 / 3
ENGL 121	Composition I	4 / 4
ENGL 131	Honors Composition I	4 / 4

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*

Course Code	Course Title	Credit / Billing Hours
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 204	Marketing Research	3 / 3
MKTG 210	Intro to Digital Marketing	3 / 3
MKTG 229	Public Relations	3 / 3
MKTG 235	Marketing Internship	3 / 3

Additional Credits

After completing the course and credit requirements as noted on this pathway, students who fall short of the 30-credit minimum required for a Certificate of Achievement may select any course(s) needed to reach 30 credits, except those courses noted in number 7 in the Institutional Requirements for Certificates of Achievement. 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

30 credits / 30 billing hours

Recommended Course Sequence

Semester I
BUSN 118
MKTG 140
MKTG 200 – Milestone course
Limited Choice – Composition and Communication
Limited Choice – Marketing

Semester II
MKTG 120
MKTG 130
Limited Choice – Marketing
Limited Choice – Marketing
Limited Choice - Marketing

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.