



## **Business, Enhanced A.B. Field Sales and Marketing Track**

Career Community: Business

Curriculum Code: 1822

Effective: Fall 2022 – Summer 2027

Revised: 7/8/22

### **Purpose of Program**

This degree is designed for students wishing to transfer after having completed the Associate in Business, Major in Field Sales and Marketing degree. This Enhanced AB option allows completion of credits required for employment through the AB and completion of additional courses required for the Bachelor's degree, as designated by transfer articulation agreements. Required coursework follows for the Field Sales and Marketing subtracks of the Business, Enhanced AB for students transferring to Davenport University, Eastern Michigan University, Ferris State University, Northwood University, Oakland University and Siena Heights University follows.

### **Contact Information**

Before beginning this program of study, students must contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1546, or the Academic Advising Department, Gannon Building - StarZone, telephone number 517-483-1904.

### **Program of Study Required Courses**

Completion of an LCC associate in Business is required for the Business, Enhanced degree. Completion of the AB in [Field Sales and Marketing \(0190\)](#) as required for the specified transfer institution is the most efficient path to completing the Enhanced degree Accounting track. Students who have completed a different degree will need to work with a Program Advisor to create a personalized MAP (My Academic Pathway) in Degree Works to ensure that all requirements are met.

### **Recommended Courses by College/University**

Completing courses as directed meets transfer articulation agreement requirements for each institution.

*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.*

## **Davenport University (Marketing)**

### **General Education – Transfer (MTA) Courses**

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

- Any non-ECON MTA Social Science course, 3 credits / 3 billing hours
- Any MTA Humanities course, 3 credits / 3 billing hours

### **Program of Study Required Courses**

Course Code	Course Title	Credit / Billing Hours
ACCG 271	Principles of Finance	3 / 3
MATH 120	College Algebra	4 / 4
MGMT 332	Ethics: Assumpt for the Future	3 / 3
MKTG 229	Public Relations	3 / 3

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
ENGL 122	Composition II	4 / 4
ENGL 132	Honors Composition II	4 / 4

### **Minimum Total Credit Hours**

92 credits / 93 billing hours

## **Eastern Michigan University**

### **Program of Study Required Courses**

Course Code	Course Title	Credit / Billing Hours
HUMS 140	Art of Being Human	4 / 4
STAT 215	Intro to Probability and Statistics	4 / 4

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
ANTH 270	Cultural Anthropology	3 / 3
COMM 280	Intercultural Communication	3 / 3

### **Program of Study Required Courses, Limited Choice - *Select one***

Course Code	Course Title	Credit / Billing Hours
ASTR 201	Introductory Astronomy	4 / 5
CHEM 135	Chemistry in Society	4 / 5
GEOG 221	Physical Geography	4 / 4
ISCI 131	Integrated Physical Science	4 / 6

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
ENGL 122	Composition II	4 / 4
ENGL 132	Honors Composition II	4 / 4

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
PHIL 151	Intro to Logic & Critical Think	4 / 4
PHIL 152	Introduction to Ethics	4 / 4

### **Mimimum Total Credit Hours**

92 credits / 93 billing hours

## **Ferris State University**

### **General Education – Transfer (MTA) Courses**

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

- Any non-BIOL MTA Science course, 3 credits / 3 billing hours
- Any non-ECON MTA Social Science course, 3 credits / 3 billing hours

### **Program of Study Required Courses**

Course Code	Course Title	Credit / Billing Hours
BUSN 201	International Business	3 / 3
MGMT 224	Human Resource Management	3 / 3
MGMT 228	Organization Behavior	3 / 3

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
ENGL 122	Composition II	4 / 4
ENGL 127	Business Writing	3 / 3
ENGL 132	Honors Composition II	4 / 4

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
MATH 119	Math-Applications for Living	4 / 4
MATH 120	College Algebra	4 / 4

### **Minimum Total Credit Hours**

91 credits / 92 billing hours

## **Northwood University (Marketing)**

### **Program of Study Required Courses**

Course Code	Course Title	Credit / Billing Hours
MGMT 234	Diversity in the Workplace	3 / 3
MGMT 329	Advanced Mgmt Communication	3 / 3
MGMT 332	Ethics: Assumpt for the Future	3 / 3
MGMT 335	Managerial Statistics	3 / 3

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
ENGL 122	Composition II	4 / 4
ENGL 132	Honors Composition II	4 / 4

### **Program of Study Required Courses, Limited Choice – *Select one***

Course Code	Course Title	Credit / Billing Hours
HIST 211	U.S. History to 1877	4 / 4
HIST 212	U.S. History: 1877 to Present	4 / 4
HUMS 213	World Civilizations to 1600	4 / 4
HUMS 214	World Civilizations from 1600	4 / 4

### **Minimum Total Credit Hours**

89 credits / 90 billing hours

## **Oakland University**

### **General Education – Transfer (MTA) Courses**

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

- Any non-BIOL MTA Science course, 3 credits / 3 billing hours
- Any non-ECON MTA Social Science course, 3 credits / 3 billing hours
- Two MTA Humanities courses from 2 disciplines, 6 credits / 6 billing hours

### **Program of Study Required Courses**

Course Code	Course Title	Credit / Billing Hours
ENGL 127	Business Writing	3 / 3
MATH 141	Calculus with Applications	4 / 4
STAT 215	Intro to Probability and Stats	4 / 4

### **Program of Study Required Courses, Limited Choice– *Select one***

Course Code	Course Title	Credit / Billing Hours
ENGL 122	Composition II	4 / 4
ENGL 132	Honors Composition II	4 / 4

### **Minimum Total Credit Hours**

96 credits / 97 billing hours

## **Siena Heights University (Business)**

### **Program of Study Required Courses**

Course Code	Course Title	Credit / Billing Hours
BUSN 201	International Business	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MGMT 234	Diversity in the Workplace	3 / 3

### **Program of Study Required Courses, Limited Choice– *Select one***

Course Code	Course Title	Credit / Billing Hours
ENGL 122	Composition II	4 / 4
ENGL 132	Honors Composition II	4 / 4

### **Minimum Total Credit Hours**

82 credits / 83 billing hours