



Business, Enhanced A.B. Marketing Track

Career Community: Business

Curriculum Code: 1822

Effective: Fall 2022 – Summer 2027

Revised: 7/8/22

Purpose of Major:

This degree is designed for students wishing to transfer after having completed the Associate in Business, Major in 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 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.

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 [Marketing \(0204\)](#), 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 234	Diversity in the Workplace	3 / 3
MGMT 332	Ethics: Assumpt for the Future	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

89 credits / 90 billing hours

Eastern Michigan University

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
MUSC 199	Music Appreciation	3 / 3

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
GEOG 200	World Regional Geography	4 / 4

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

Minimum Total Credit Hours

84 credits / 85 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
- Two MTA Humanities courses from 2 different disciplines, 6 credits /6 billing hours

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 201	International Business	3 / 3
LEGL 216	Commercial Transactions	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
CITA 110	Intro to Microsoft Office	3 / 3
MGMT 234	Diversity in the Workplace	3 / 3
MGMT 300	Leading for Possibility	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

Minimum Total Credit Hours

88 credits / 89 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
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

90 credits / 91 billing hours

Siena Heights University (Business)

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
ENGL 127	Business Writing	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

79 credits / 80 billing hours