

BUSINESS ADMINISTRATION - MARKETING, ASSOCIATE OF APPLIED BUSINESS

Curriculum Code #0226

Effective May 2021

Division of Engineering, Business and Information Technologies (<http://catalog.lorainccc.edu/academic-programs/engineering-business-information-technologies/>)

This program is designed to prepare individuals for employment in a variety of marketing/administrative positions. The focus of the program is skill-building in the areas of communications, consumer behavior, sales management, advertising and promotion, and services marketing. Lorain County Community College has articulation agreements with colleges and universities including programs offered by Lorain County Community College's University Partnership.

First Year

Fall Semester		Hours
ACTG 151	ACCOUNTING I - FINANCIAL	4
BADM 165	LEGAL ENVIRONMENT OF BUSINESS	3
CISS 121	MICROCOMPUTER APPLICATIONS I	3
ECNM 151	PRINCIPLES OF MACROECONOMICS	3
ENGL 161	COLLEGE COMPOSITION I	3
SDEV 101	COLLEGE 101 ¹	1
Hours		17

Spring Semester

ACTG 152	ACCOUNTING II - MANAGERIAL ²	4
ECNM 152	PRINCIPLES OF MICROECONOMICS	3
ENGL 162	COLLEGE COMPOSITION II ²	3
MKRG 113	PRINCIPLES OF SELLING	3
Select one of the following:		3-4
MTHM 158	QUANTITATIVE REASONING	
MTHM 168	STATISTICS ³	
MTHM 171	COLLEGE ALGEBRA ³	
Hours		16-17

Second Year

Fall Semester

BADM 211	BUSINESS COMMUNICATIONS ²	3
or CMMC 151	or ORAL COMMUNICATION	
BADM 251	PRINCIPLES OF MANAGEMENT	3
MKRG 251	PRINCIPLES OF MARKETING ²	3
PSYH 151	INTRODUCTION TO PSYCHOLOGY	3
or SOCY 151G	or INTRODUCTION TO SOCIOLOGY	
Science Elective ⁴		3-4
Hours		15-16

Spring Semester

MKRG 221	CONSUMER BEHAVIOR ²	3
MKRG 247	SERVICES MARKETING ²	3
MKRG 255	ADVERTISING & PROMOTION MANAGEMENT ²	3

Select one of the following:		3
MKRG 245	SOCIAL MEDIA MARKETING	
MKRG 256	RETAIL MANAGEMENT ²	
MKRG 258	ADVANCED SALES TECHNIQUES ²	
Hours		12
Total Hours		60-62

- ¹ A student must register for the orientation course when enrolling for more than six credit hours per semester or any course that would result in an accumulation of 13 or more credit hours.
- ² Indicates that this course requires a prerequisite.
- ³ MTHM 168 is required for students transferring to Miami University's Bachelor of Science in Commerce-Major in Small Business Management degree. MTHM 171 is required for other partner universities and most transfer institutions. Students intending to transfer elsewhere should consult with the intended transfer institution or consult with an LCCC advisor for transfer information.
- ⁴ Science elective (must be with a laboratory if student is intending to transfer to a University Partnership program).

Program Contact(s):

Maria McConnell
440-366-7404
mcconnel@lorainccc.edu

For information about admissions, enrollment, transfer, graduation and other general questions, please contact your advising team (<https://www.lorainccc.edu/admissions-and-enrollment/advising-and-counseling/>).

More program information can be found on our website. (<https://www.lorainccc.edu/business-programs/marketing/>)

1. Demonstrate comprehension of fundamental marketing concepts and marketing's relationship to various business environments
2. Develop effective communication and collaboration processes through verbal, written and digital media using critical thinking and problem solving skills while maintaining professional behavior and ethical standards
3. Recognize and value diversity in business settings on a local and a global level