

BUSINESS ADMINISTRATION - MARKETING, ASSOCIATE OF APPLIED BUSINESS

Curriculum Code #0226

Effective May 2017

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 service marketing. Lorain County Community College has articulation agreements with colleges and universities including programs offered by Lorain County Community College's University Partnership.

Course	Title	Hours
First Year		
Fall Semester		
ACTG 151	ACCOUNTING I - FINANCIAL	4
BADM 165	LEGAL ENVIRONMENT OF BUSINESS	3
CISS 121	MICROCOMPUTER APPLICATIONS I	3
ECNM 151	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	MICROECONOMICS	3
ENGL 162	COLLEGE COMPOSITION II ²	3
MKRG 113	PRINCIPLES OF SALESMANSHIP	3
Select one of the following:		3-4
MTHM 151	COLLEGE MATHEMATICS	
MTHM 158	QUANTITATIVE REASONING	
MTHM 168	STATISTICS	
MTHM 171	COLLEGE ALGEBRA ³	
Hours		16-17
Second Year		
Fall Semester		
BADM 251	PRINCIPLES OF MANAGEMENT	3
CMMC 151	ORAL COMMUNICATION	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
MKRG 256 or MKRG 245	RETAIL MANAGEMENT ² or SOCIAL MEDIA MARKETING	3
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 171 is required for the partner universities and most transfer institutions.
- ⁴ Science and mathematics (must be with a laboratory if student is intending to transfer to a University Partnership program).

Program Contact(s):

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

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