A Lakeland College degree in marketing allows the graduate to enter this dynamic field with a solid foundation in economic theory, business management, market research and consumer behavior.

Students who major in Marketing will be able to:

- utilize the central principles, theories and rules of marketing in serving clients and their evolving needs;
- appreciate the need for multicultural understanding and sensitivity in serving local, regional and global markets;
- understand the role of marketing in the larger context of business organizations;
- communicate business and economic information to stakeholders in a clear and professional manner;
- respect and abide by ethical conduct in serving markets.

**REQUIRED COURSEWORK (45 semester hours)**

All courses listed are 3 semester hours.

- ACC 210 Financial Accounting Principles
- BUS 301 Management Information Systems
- BUS 330 Management Principles
- BUS 350 Marketing Principles
- BUS 375 Marketing Research
- BUS 389 Pricing and Financial Management
- BUS 410 Business Law I
- BUS 445 Logistics and Supply Chain Management
- BUS 485 Marketing Management
- BUS 491 Business Policy and Strategy (Writing Intensive)
- ECN 220 Principles of Macroeconomics
- ECN 230 Principles of Microeconomics
- MAT 220 Probability and Statistics
- BUS 314 Hospitality Sales and Marketing
- BUS 388 Integrated Marketing Communications
- BUS 469 Global Marketing and Management
- BUS 487 Sales Management
- COM 220 Persuasion and Advocacy
- COM 370 Communication and Social Media
- SOC 325 Sociology of Media and Mass Communication
- WRT 330 Advertising and Public Relations Writing

For more information visit lakeland.edu/adult.
DISTRIBUTIONAL STUDIES

Rhetorical Development

- GEN 110 Composition I: Academic Writing
- GEN 112 Composition II: Argumentation and Research

Quantitative Skills

- MAT 130 Intermediate Algebra
  or
- MAT 150 Statistics for Everyday Life

SELECT A MINIMUM OF 3 CREDITS FROM 7 OF THE 8 FOLLOWING CATEGORIES:

- Art, Music and Theatre (ART, MUS, THE)
- History and Political Science (HIS, POL)
- Literature and Writing (ENG, WRT)
  Excludes WRT 110 and WRT 210
- Mathematics (MAT)
  Excludes MAT 130 and MAT 150
- Natural Sciences (BIO, CHM, PHY and GEN 183)
- Philosophy and Religion (PHI, REL)
- Social Sciences (ANT, CRJ, ECN, SOC, PSY)
  Excludes SOCP 335
- World Languages (CHI, GER, JPS, SPA or other)

INTERDISCIPLINARY STUDIES

- GEN 130 General Studies Core I: Knowing the Self (Exempt with at least 30 transfer credits)
- GEN 3XX General Studies Core II: Exploring the Human Condition
  (Exempt with at least 90 transfer credits)
- GEN 4XX General Studies Core III: Shaping the Future

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland College evening, weekend and online program, degree-earning students will have
- earned at least 120 semester hours of college credit, with a minimum of 30 semester hours having been completed through Lakeland College;
- satisfied the requirements of at least one academic major;
- completed the General Studies requirements; and
- maintained a cumulative 2.0 grade point average in both the major and in all coursework taken through Lakeland College.

The Lakeland College evening, weekend and online program’s liberal arts component enables students to develop the necessary skills and knowledge to communicate clearly, inquire methodically, evaluate rationally and reason validly. These skills are developed through courses in:
- Distributional Studies, which develop knowledge in areas outside the major; and
- Interdisciplinary Studies, which encourage the integration of knowledge and values.