

BUSINESS ADMINISTRATION - MARKETING, ASSOCIATE OF APPLIED BUSINESS

Curriculum Code #0226

Effective May 2026

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 INTRODUCTION TO THE LCCC COMMUNITY 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	Hours
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 12 or more credit hours.

² Indicates that this course requires a prerequisite.

³ The required math course may vary depending on the transfer institution. Students planning to transfer should verify the specific math course requirements with their intended institution or consult an advisor for guidance.

⁴ Science elective from Ohio Transfer 36 (<http://catalog.lorainccc.edu/academic-information/transfer-module-requirements/>) (with lab if required by accepting institution).

Program Contact(s):

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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/>)

Credit for Prior Learning (PLA) options may be available for your program. For more information, please visit our website: www.lorainccc.edu/PLA (<http://www.lorainccc.edu/PLA>)

Program Learning Outcomes

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