

Lackawanna College

MARKETING CONCENTRATION

ACADEMIC YEAR 2023-2024

NAME _____

The Marketing concentration is designed to explore contemporary issues in marketing and integrated communications for public, private, profit, and non-profit organizations in various industries. This concentration provides students with an understanding of the relationships among organizational cultures, consumer behavior, consumer psychology, and the marketing mix. The curriculum incorporates theory with significant opportunities to apply research, promotional, and branding approaches while working with real organizations in the community.

This 15-credit concentration includes the following coursework:

<u>Semester Taken</u>	<u>Grade Earned</u>	
_____	_____	MKT 215 Advertising
_____	_____	COM 310 Writing for Social Media
_____	_____	MKT 310 International Marketing
_____	_____	MKT 320 Consumer Behavior
_____	_____	MKT 325 Marketing Research

NOTE: Students who complete any DEV or bridge courses while attending Lackawanna may require extra time to complete this concentration because of the limited number of elective classes in the first two years of the business bachelor's degree.