

# Lackawanna College

## MARKETING CONCENTRATION

ACADEMIC YEAR 2022-2023

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 emphasizes research, theory, and practice regarding promotional methods, target markets, branding, and customer value.

Students enrolled in bachelor's degree programs may be able to schedule many of these courses as free, core, or business electives. This 18 credit concentration includes the following coursework:

### Required 12 credits:

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

### Required 6 credits (choose two courses):

_____	_____	ENG 315 Professional and Technical Writing
_____	_____	CTN 250 Digital Storytelling
_____	_____	MKT 310 International Marketing

NOTE: Students who complete any DEV or bridge courses while attending Lackawanna as associate degree students 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.