

## **Business Administration-Marketing, Associate of Applied Business & Bachelor of Science Commerce-Major in Small Business Transfer Pathway**

(Course selection/order may vary. All pathways are subject to change. Please contact an advisor/counselor.)

### **Year 1 Curriculum**

#### **Semester One**

LCCC Course Name	Credit Hrs
<b>ACTG 151: Accounting I-Financial</b>	<b>4</b>
<b>ENGL 161: College Composition I</b>	<b>3</b>
<b>ECNM 151: Macroeconomics</b>	<b>3</b>
<b>BADM 165: Legal Environment of Business</b>	<b>3</b>
<b>CISS 121: Microcomputer Applications I</b>	<b>3</b>
<b>SDEV 101: Introduction to the LCCC Community</b>	<b>1</b>
<b>Semester Total</b>	<b>17</b>

#### **Semester Two**

LCCC Course Name	Credit Hrs
<b>ACTG 152: Accounting II-Managerial</b>	<b>4</b>
<b>ENGL 162: College Composition II</b>	<b>3</b>
<b>ECNM 152: Microeconomics</b>	<b>3</b>
<b>MKRG 113: Principles of Selling</b>	<b>3</b>
<b>MTHM 168: Statistics (Miami Req.)</b>	<b>3</b>
<b>Semester Total</b>	<b>16</b>

**Year 1 Total Credit Hours: 33**

### **Year 2 Curriculum**

#### **Semester One**

LCCC Course Name	Credit Hrs
<b>BADM 251: Principles of Management</b>	<b>3</b>
<b>MKRG 251: Principles of Marketing</b>	<b>3</b>
<b>BADM 211: Business Communications</b> <i>or</i> <b>CMMC 151: Oral Communications</b>	<b>3</b>
<b>Biological Science Requirement with Lab (Miami Req.)</b>	<b>4</b>
<b>Choose One: PSYH 151: Intro to Psychology <i>or</i> SOCY 151: Intro to Sociology</b>	<b>3</b>
<b>Semester Total</b>	<b>16</b>

#### **Semester Two**

LCCC Course Name	Credit Hrs
<b>MKRG 221: Consumer Behavior</b>	<b>3</b>
<b>MKRG 247: Services Marketing</b>	<b>3</b>
<b>MKRG 255: Advertising &amp; Promotion Management</b>	<b>3</b>
<b>MKRG 245: Social Media Marketing (Miami Requirement)</b>	<b>3</b>
<b>Choose One: MKRG 256: Retail Management, <i>or</i> MKRG 258: Advanced Sales Techniques</b>	<b>3</b>
<b>Semester Total</b>	<b>15</b>

**Cumulative Total Credits After Year Two: 64**

Will have earned Lorain County Community College Associate of Applied Business Degree (#0226) at the conclusion of Year 2.

## Year 3 Curriculum

### Semester One

LCCC Course Name	Credit Hrs
<b>ENTR 203: Entrepreneurial Management</b>	<b>3</b>
Miami Global Course Requirement. Choose One: <b>SOCY 161, HSTR 151, HSTR 152, INTL 151G, PLSC 151, WMST 210</b>	<b>3</b>
<b>FNCE 251: Business Finance</b>	<b>3</b>
<b>*Elective Humanities for Miami</b>	<b>3</b>
<b>ENTR 202: Entrepreneurial Marketing</b>	<b>3</b>
<b>Semester Total</b>	<b>15</b>

### Semester Two

LCCC Course Name	Credit Hrs
<b>Physical Science Requirement-May have Lab (Miami Req.)</b>	<b>4</b>
<b>CISS 212: Spreadsheet Applications (LCCC elective choice, Miami Requirement)</b>	<b>3</b>
<b>BADM 281: International Business (Miami Requirement &amp; Foundation Global Course Requirement)</b>	<b>3</b>
<b>*Elective Creative Arts for Miami</b>	<b>3</b>
<b>OT36 Elective</b>	<b>3</b>
<b>Semester Total</b>	<b>16</b>

**Cumulative Total Credits After Year 3: 95**

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## Year 4 Curriculum

### Semester One

Miami Course Name	Credit Hrs
CMR 108: Introduction to Business Law	3
CMR 441: Social Media & Career Development	3
CMR 301: Personal Organizational Skills	3
CMR 211: Economics for Commerce	3
CMR 263: Sales & Promotion	3
Elective	3
<b>Semester Total</b>	<b>18</b>

### Semester Two

Miami Course Name	Credit Hrs
CMR 442: Current Issues & Innovation in Small Business	3
CMR 495: Capstone in Organizational Strategy for Commerce	3
CMR 207: Management Planning and Control	3
CMR 401: Leadership Decision Skills	3
Elective	3
<b>Semester Total</b>	<b>15</b>

**Cumulative Total Credits After Year 4: 128**

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### Special Notes:

Will have earned the Miami University Regionals Bachelor of Science Commerce--Major in Small Business Management at the conclusion of Fourth Year.

Must have a minimum of 128 credit hours to meet graduation requirement totals.

LCCC credit hours are in bold. Miami University Regionals credit hours are not bolded.

\*See Miami General, Bulletin Foundation Courses

### Disclaimer:

*The fluidity of these pathways is acknowledged. At each level changes are possible as requirements, courses, course numbers, etc. may change. All efforts have been made to confirm the accuracy of the pathway by each*

*institution. Always be aware of the date of review on the document. Always seek the assistance of an Academic Advisor or Counselor.*

**Date of review: 1-19-2022, KL**