

Marketing
Lees-McRae College

Minimum of two (2) semester hours are required to fulfill each of the following competencies unless otherwise noted.

Competency		Course Prefix & Number	Course Title	Course Offerings
A	Principles of Marketing	BUS 301	Principles of Marketing	
B	Global Markets / Trade & Financial Literacy	BUS 103	Personal Finance	
		BUS 472	Financial Decision Making	
		BUS 476	International Finance	
C	Organizational Resources Management	BUS 311	Operations Management	
		BUS 322	Human Resources	
		BUS 351	Organizational Behavior	
		BUS 492	Management & Leadership	
D	Entrepreneurship	BUS 304	Integrated Marketing Communication	
		BUS 306	Professional Selling and Sales Management	
		BUS 323	Small Business Marketing	
		BUS 422	Entrepreneurship	

Posted: Spring 2018
Revised: Spring 2018

Course Offering Codes:

F=Fall, S=Spring, SS=Summer Session, UD=Upon Demand
e=even years, o=odd years, ^=online

Course typically offered **on campus** if shaded.

Notes:

- These are typical course offering schedules. Courses are not guaranteed to be offered at these times.
- Please check with the college/university for course availability each semester.
- Some courses require prerequisites be met prior to registration. An asterisk (*) denotes a prerequisite course.
- For more information from this institution, click here, <http://www.lmc.edu/>