



**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**  
**Chippewa Valley Technical College: MARKETING COMMUNICATIONS**  
**Lakeland College Program: Marketing**  
**Minimum GPA for admission: 2.0**  
**Initial effective date:**

**General Education Courses**

CVTC			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-136	English Composition I	3	GEN 110	Composition I	3
10-809-198	Intro to Psychology	3	PSY 200	General Psychology / A Social Sciences course	3
10-809-195	Economics	3	ECN 220	Principles of Macroeconomics / A Social Sciences course	3
10-801-196	Oral/Interpersonal Comm	3		An elective course	3
10-801-198	Speech	3	COM 111	Fundamentals of Public Speaking	3
10-809-166	Intro to Ethics: Theory & App --OR--	3	PHI 232	Ethics / A Philosophy and Religion course	3
10-809-172	Intro to Diversity Studies --OR--			A Social Sciences course	
10-809-196	Intro to Sociology		SOC 100	Introduction to Sociology / A Social Sciences course	
10-804-123	Math w Business Apps --OR--	3		An elective course	3
10-804-189	Statistics		MAT 220	Probability and Statistics	
<b>Total general education credits earned:</b>		<b>21</b>	<b>Total general education credits accepted:</b>		<b>21</b>
Total transferable general education credits:		21			

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-102-150	Introduction to Business	3	BUS 150	Pathways to Success: An Introduction to Business	3
10-103-102	Microsoft Office Suite	2		An elective course	2
10-104-102	Marketing Principles	3	BUS 350	Marketing Principles	3
10-116-193	Human Resources Intro	3	BUS 380	Human Resources Management	3
10-102-112	Principles of Management	3	BUS 330	Management Principles	3
10-104-104	Professional Selling	3		An elective course	3
10-104-125	Promotion Principles	3	BUS 388	Integrated Marketing Communications	3
10-104-105	Marketing Research	3	BUS 375	Marketing Research	3
10-104-152	Social Media Marketing	2		An elective course	2
10-104-166	Enterprise Marketing & Mgmt	4		An elective course	4
10-104-108	Retail Management --OR--	3	BUS 425	Retail Management	3
10-104-140	Business to Business Selling			An elective course	
10-104-160	Entertainment/Sports/Event Mkt	3	ESS 315	Sports Marketing and Promotion	3
10-104-169	Marketing Internship	1		An elective course	1
10-104-182	Prof Development for Marketing	2		An elective course	2
10-104-183	Marketing Management	3	BUS 485	Marketing Management	3
10-101-111	Accounting I ^ --OR--	4	ACC 210	Financial Accounting Principles	4
10-101-105	Accounting, Intro to ^	3			3
10-104-111	Consumer Behavior --OR--	3		An elective course	3
10-104-126	Promotional Design				
<b>Total occupational course credits earned:</b>		<b>51</b>	<b>Total occupational course credits accepted:</b>		<b>51</b>
Elective credits allowed:		0	Elective credits allowed:		0
<b>Total credits required for graduation:</b>		<b>68</b>			
Total transferable credits:		68-69 ^	Total credits accepted at Lakeland College:		68-69 ^

**NOTE:** Transfer credits noted assume completed Associate's Degree.

^ Dependent upon accounting course completed & applicable to Marketing major only  
 \* Course waived if 10-804-189 Statistics successfully completed  
 # 809-166 fulfills the Philosophy & Religion category  
 \*\* 10-804-189 Statistics fulfills Mathematics requirement = MAT220 Probability and Statistics

\*\*\*\*Minimum of 120 credits required for degree. General Studies courses chosen will affect remaining credits needed.

**Courses needed to complete degree at Lakeland College:**

Course No.	Course Title	Credits
GEN 112	Composition II	3
MAT 130	Intermediate Algebra *	3
Complete a minimum of 3 credits from 6 of the following 7 categories (18 credits)		
	Art, Music and Theatre	
	Mathematics **	
	Philosophy & Religion #	
	Natural Sciences	
	Literature and Writing	
	World Languages	
	History and Political Science	
GEN 3XX	Core II: Exploring Human Condition	3
GEN 4XX	Core III: Shaping the Future	3
MAT 220	Probability and Statistics **	3
ECN 230	Principles of Microeconomics	3
BUS 301	Management of Information Systems	3
BUS 389	Pricing and Financial Management	3
BUS 410	Business Law I	3
BUS 445	Logistics and Supply Chain Management	3
BUS 491	Business Policy and Strategy (WI)	3
<i>One of the following:</i>		
BUS 314	Hospitality Sales and Marketing	
BUS 469	Global Marketing and Management	
BUS 487	Sales Management	
COM 220	Persuasion and Advocacy	
COM 370	Communication and Social Media	
SOC 325	Sociology of Media and Mass Communication	
WRT 330	Advertising and Public Relations	
	Elective credits to reach required 120	0 to 10
<b>Total credits needed at Lakeland College to complete degree in the evening, weekend and online program:</b>		<b>42-51****</b>
<b>Additional credits required to complete the traditional on-campus program</b>		
BUS 400	Business Internship	3
BUS 200	Business and Professional Protocol	2
	Elective credits to reach required 120	0 to 5
<b>Total credits needed to complete the traditional undergraduate program:</b>		<b>47-56****</b>