



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

Program: Marketing Academic Year 1718

Lakeland University Program: Marketing-Digital Marketing Emphasis Academic Year

Minimum GPA for admission: 2.0

Review Date: 11/27/2017

General Education Courses

Technical College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
801-136	English Composition 1	3	GEN 110	Composition I	3
809-198	Introduction to Psychology	3	PSY 200	General Psychology/A Social Science course	3
801-198	Speech	3	COM 111	Fundamentals of Public Speaking	3
804-134	Mathematical Reasoning --OR--	3		an elective course	3
804-189	Introductory Statistics		MAT 220	Probability Statistics	
809-172	Intro to Diversity Studies --OR--	3	SOC 210	Majority/Minority Relations/A Social Science course	3
809-196	Introduction to Sociology --OR--		SOC 100	Introduction to Sociology/A Social Science course	
809-166	Intro to Ethics: Theory & App		PH 1232	Ethics/ A Philosophy and Religion course	
809-195	Economics	3	ECN 235	Principles of Macroeconomics/A Social Science course	3
Total general education credits earned:		18	Total general education credits accepted:		18

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title	Credits
102-112	Principles of Management	3	BUS 330	Management Principles	3
104-102	Marketing Principles	3	BUS 350	Marketing Principles	3
104-104	Sales Presentations	3		an elective course	3
104-105	Marketing Research	3	BUS 375	Marketing Research	3
104-111	Consumer Behavior	3		an elective course	3
104-125	Advertising	3	BUS 388	Integrated Marketing Communications	3
102-150	Global Business --OR--	3	BUS 284	Principles of International Business	3
104-140	Business to Business Selling			an elective	
104-191	Service Excellence	3		an elective course	3
104-100	Digital Marketing	3		an elective course	3
104-109	Social Media Marketing Strategy	2		an elective course	3
104-161	Event Marketing	4	SML 315	Sport Marketing & Promotion	3
101-105	Introduction to Accounting --OR--	3 or 4		an elective course	3 or 4
101-111	Accounting I		ACC 210	Financial Accounting Principles	
104-169	Marketing Internship	1	BUS 400	Business Internship	1
104-182	Personal Branding	2		an elective course	2
104-183	Marketing Strategy	3	BUS 485	Marketing Management	3
Total transferable credits:		60 to 61	Total transferable credits:		60 to 61

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

* dependent upon associate degree course chosen

Courses needed to complete degree at Lakeland University:

Course No.	Course Title	Credits
GEN 112	Composition II	3
MAT 130	Intermediate Algebra*	3
Complete a min. of 3 semester credits in 6 of the 7 categories listed below:		
	Number of semester hours still needed	18
	Mathematics*	
	World Languages	
	History & Political Science	
	Art, Music & Theatre	
	Philosophy & Religion*	
	Natural Science	
	Literature and Writing	
GEN 3XX	Core II	3
GEN 4XX	Core III	3
ACC 210	Financial Accounting Principles	3
BUS 301	Management Information Systems	3
BUS 410	Business Law I	3
BUS 491	Business Policy & Strategy (WI)	3
COM 100	Introduction to Mass Media	3
ECN 230	Principles of Microeconomics	3
MAT 220	Probability & Statistics*	3
BUS 450	Digital Marketing Management	3
COM 325	New Media & Digital Communication	3
COM 370	Communication & Social Media	3
COM 212	Team-Based & Group Communication --OR--	3
COM 220	Persuasion & Advocacy	
Total credits needed at Lakeland University to complete degree in the evening, weekend and online program:		63
Additional credits required to complete the traditional on-campus program		
BUS 200	Business & Professional Protocol	2
BUS400	Business Internship	2
Total credits needed to complete the traditional undergraduate program:		67