



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

Program: Marketing 16/17 Academic Year

Lakeland University Program: Marketing

Minimum GPA for admission: 2.0

Review Date: 3/29/17

General Education Courses

Fox Valley Technical College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication	3	GEN110	Composition I	3
10-804-123	Math with Business Apps	3		An elective course	3
10-809-196	Introduction to Sociology	3	SOC100	Introduction to Sociology/A Social Science course	3
10-801-196	Oral / Interpersonal Communication	3	COM111	Fundamentals of Public Speaking	3
10-809-166	Intro to Ethics:Theory and App	3	PHI232	Ethics/Philosophy & Religion	3
10-809-198	Intro to Psychology	3	PSY200	General Psychology/A Social Science course	3
10-809-195	Economics	3	ECN235	Principles of Macroeconomics/A Social Science course	3
Total general education credits earned:		21	Total general education credits accepted:		21

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-102-112	Introduction to Business	3	BUS150	Introduction to Business	3
10-104-151	Principles of Marketing I	3	BUS350	Marketing Principles	3
10-104-166	Introductions to Sales	3		A business elective course	3
10-103-109	Technology Tools for Marketing	2		An elective course	2
10-104-100	Digital Marketing	3	BUS450	Digital Marketing Management	3
10-104-101	Marketing Analytics	3		A business elective course	3
10-104-103	Integrated Marketing Communications	3	BUS388	Intefrated Marketing Communications	3
10-104-108	Social Media Marketing Strategy	3	COM370	Communication and Social Media	3
10-699-105	Writing Contenet for the Web	3	COM325	New Media and Digital Communication	3
10-101-107	Principles of Accounting^	3		An elective course	3
10-102-103	Business Law I	3	BUS410	Business Law I	3
10-104-104	Marketing Plan Development	3	BUS485	Marketing Management	3
10-104-105	Marketing Internship	3	BUS400	Business Internship	3
10-104-124	Advanced Sales	3		A business elective course	3
Elective credits allowed:					
Total of Occupational/Elective		41	Total of Occupational/Elective		41
Total transferable credits:		62	Total transferable credits:		62

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

^ see an Admission Advisor regarding possible application of this course

Courses needed to complete degree at Lakeland University:

Course No.	Course Title	Credits
GEN112	Composition II	3
MAT130	Intermediate Algebra	3
GEN3XX	CORE II	3
GEN4XX	CORE III	3
Complete a min. of 3 semester credits in 5 of the 6 categories listed below:		
	Number of semester hours still needed	15
	Mathematics	
	World Languages	
	History & Political Science	
	Art, Music & Theatre	
	Natural Science	
	Literature and Writing	
ACC210	Financial Accounting Principles	3
BUS301	Management Information Systems	3
BUS330	Management Principles	3
BUS 375	Marketing Research	3
BUS491	Business Policy and Strategy	3
COM100	Introduction to Mass Media	3
ECN230	Principles of Microeconomics	3
MAT220	Probability and Statistics	3
And the completion of at least one emphasis from the following:		
	Sales Management	12
	Digital Marketing	3
	Retail Management	15
Electives needed to reach 120 credit minimum:		0 to 4
Total credits needed at Lakeland University to complete degree in the evening, weekend and online program:		58 to 66
Additional credits required to complete the traditional on-campus program		
BUS 200	Business & Professional Protocol	2
Number of electives needed to reach 120 semester hour minimum:		0 to 2
Total credits needed to complete the traditional undergraduate program:		58 to 68