



**Credit Transfer Pathway**  
**FVTC Program: 106991 - Professional Communications**  
**Lakeland University Program: Communication**  
**Academic Year: 2016-17**

FVTC			Lakeland University		
Course No.	Course Title	Credits	Course No.	Course Title	Credits
<b>Technical Studies</b>					
10-103-120	MS Office Suite, Introduction	2		elective	2
10-104-151	Marketing 1, Principles of	3	BUS350	Marketing Principles	3
10-152-105	Web Graphics, Introduction to	3		elective	3
10-699-102	Intercultural Communication	3	BUS370	Intercultural Communications	3
10-699-104	Research Methods for Professional Communications	3	*COM370	Communication & Social Media	3
10-699-105	Writing Content for the Web	3	COM325	New Media and Digital Communication	3
10-699-106	Proposal/Grant Writing	3		elective	3
10-699-112	Introduction to Professional Communications	3		elective	3
10-699-116	Developing Product Documentation	3	WRT 335	Technical Writing/A Literature & Writing course	3
10-699-117	Designing Content for the Web	3		elective	3
10-699-120	Information Design	3		elective	3
10-699-121	Introduction to Social Media	1	*COM370	Communication & Social Media	1
10-699-122	Publishing Content for Mobile Devices	1		elective	1
10-699-123	Video Publishing	1		elective	1
10-699-141	Professional Communications Internship	3	COM400	Internship in Communication	3
10-699-142	E-portfolio Development	1		elective	1
10-890-100	College Success: On Course	1			
<b>Total Technical Studies Credits:</b>		<b>40</b>			39
<b>General Studies</b>					
10-801-136	English Composition 1**	3	GEN110	Composition I	3
10-801-195	Written Communication**	3			
10-801-196	Oral/Interpersonal Comm	3	COM111	Fundamentals of Public Speaking	3
10-801-197	Technical Reporting	3		elective	3
10-804-107	College Mathematics	3	MAT130	Intermediate Algebra	3
10-809-195	Economics	3	ECN235	Prin. of Macroeconomics/A Social Sciences course	3
10-809-198	Intro to Psychology	3	PSY200	General Psychology/A Social Sciences course	3
<b>Total General Studies Credits:</b>		<b>21</b>			18
<b>Electives</b>					
10-104-100	Digital Marketing	3	BUS450	Digital Marketing Management	3
<b>Total Credits Needed to Earn Degree</b>		<b>64</b>			60
<b>Additional Courses Available at FVTC</b>					
10-104-103	Integrated Marketing Communications	3	BUS388	Integrated Marketing Communications	3
10-116-160	Training Design and Measurement	3		elective	3
10-152-120	HTML	2		elective	2
10-196-139	Employee Training and Development	3		elective	3
*Both courses must be completed to fulfill requirement.					
**These courses are duplicate within our transfer policy.			<b>Total credits accepted: 60-72</b>		



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Notes:

Additional courses to be taken at Lakeland University		
Course No.	Course Title	Credits
GEN112	Composition II	3
	Complete a minimum of 3 credits from 5 of the	
	following 6 categories:	15
	Art, Music & Theatre	
	History & Political Science	
	Mathematics	
	Natural Sciences	
	World Languages	
	Philosophy & Religion	
	Core II	3
	Core III	3
COM100	Introduction to Mass Media	3
COM211	Interpersonal Communication	3
COM220	Persuasion & Advocacy	3
COM340	Communication Theory	3
COM350	Rhetorical Criticism (WI)	3
COM425	Critical Comm. Approaches to New Media	3
WRT300	Advanced Composition (WI)	3
	^#Three courses from the following:	9
ART103	Digital Page Layout/InDesign	
COM212	Team-Based and group Communication	
COM225	Political Communication & Activism	
COM240	American Oratory	
COM280	Special Topics in Communication	
COM360	Media Literacy & Effects	
COM480	Special Topics in Communication	
WRT201	News Writing	
WRT330	Advertising & Public Relations Writing	
<b>Total credits from Lakeland University:</b>		54
<b>Total credits from FVTC:</b>		60-72
<b>Total credits needed to complete Lakeland University degree:</b>		54-60

^ At least one course must be at the 300-level or above, and at least 2 courses must be COM-designated.

# No more than 2 special topics courses (whether 280 or 480) can be used for credit toward major requirements.