



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

MSTC Program: **MARKETING**

Lakeland College Program: **Marketing**

Minimum GPA for admission: **2.0**

Initial effective date:

**General Education Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10801136	English Composition OR	3	GEN 110	Composition I: Academic Writing	3
10801195	Written Communication				
10801196	Oral/Interpersonal Communication OR	3	COM 111	Fundamentals of Public Speaking	3
10801198	Speech				
10804107	College Mathematics OR	3	MAT 130	Intermediate Algebra	3
10804189	Introductory Statistics		MAT220	Probability & Statistics/A Mathematics course	
10809122	Intro to American Government OR	3	POL 221	American Government I/ A History/Political Science course	3
10809172	Intro to Diversity Studies OR			A Social Sciences course	
10809196	Intro to Sociology		SOC 100	Introduction to Sociology/ A Social Sciences course	
10809144	Macroeconomics	3	ECN 220	Prin. of Macroeconomics/A Social Sciences course	3
10809143	Microeconomics	3	ECN 230	Prin. of Microeconomics/A Social Sciences course	3
10809188	Developmental Psychology OR	3	EDUP 330	Human Growth & Development/A Social Sciences course	3
10809198	Intro to Psychology		PSY 200	General Psychology/A Social Sciences course	
		21			21

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10102101	Intro to Business	3	BUS 150	Pathways to Success: An Introduction to Business	3
10103106	Microsoft Office-Introduction	3	CPS 100	Introduction to Computers	3
10104102	Marketing Principles	4	BUS 350	Marketing Principles	4
10104120	Media Strategies	3		An elective course	3
10102103	Business Law & Ethics OR	3		An elective course	3
10105160	Business Law		BUS 410	Business Law I	
10104105	Selling Principles	3		An elective course	3
10104107	Social Media Marketing	3	COM 370	Communication & Social Media	3
10101111	Accounting I	4	ACC 210	Financial Accounting Principles	4
10102180	International Business	3	BUS 284	Principles of International Business	3
10104125	Promotion Principles	4	BUS 388	Integrated Marketing Strategies	4
10104174	Marketing Research	3	BUS 375	Marketing Research	3
10104160	Marketing Decision-Making	4	BUS 485	Marketing Mangement	4
10104180	E-Commerce Principles	3		An elective course	3
	Elective credits	4		^An elective course	4
	Total credits of Occupational Coursework	47		Transferable Occupational Credits	47
	<b>Total MSTC Program Credits</b>	<b>68</b>		<b>Total Transferrable Credits</b>	<b>68</b>

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

\*Requirements and number of semester hours dependent upon choice of associate degree courses

^Elective credit transferred depends upon course(s) taken

Course No.	Course Title	Credits
GEN 112	Composition II: Argumentation and Research	3
Complete a minimum of 3 credits from 6 of the following 7 categories (18 credits)*		18
	Mathematics*	
	World Languages	
	History and Political Science*	
	Art, Music, and Theatre	
	Philosophy & Religion	
	Literature and Writing	
	Natural Sciences	
GEN 3XX	CORE II: Exploring the Human Condition	3
GEN 4XX	CORE III: Shaping the Future	3
BUS 301	Management Information Systems	3
BUS 330	Management Principles	3
BUS 389	Pricing & Financial Management	3
BUS 445	Logistics & Supply Chain Management	3
BUS 491	Business Policy and Strategy (WI)	3
MAT 220	Probability & Statistics*	3
Additional semester hours needed to reach 120 credit minimum		7
<b>Total credits needed at Lakeland College to complete degree in the evening, weekend and online program:</b>		<b>52</b>
Additional credits required to complete the traditional on-campus program		
BUS 200	Business & Professional Protocol	2
BUS 400	Business Internship	3
Additional semester hours needed to reach 120 credit minimum		2
<b>Total credits needed to complete the traditional undergraduate program:</b>		<b>54</b>