



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC Program: MARKETING

Lakeland University Program: Marketing

Minimum GPA for admission: 2.0

Initial effective date: 2018-2019

General Education Courses

NTC			Lakeland University		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication <u>OR</u>	3	GEN 110	Composition I: Academic Writing	3
10-801-136	English Composition 1				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 200	General Psychology	3
10-809-199	Psychology of Human Relations		PSY ELEC	Psychology Elective	
10-804-123	Math with Business Applications <u>OR</u>	3		An elective course	3
10-804-189	Introductory Statistics		MAT 220	Probability and Statistics	
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 100	Introduction to Sociology	3
10-809-172	Intro to Diversity Studies		SOC 210	Majority/Minority Relations	
10-809-195	Economics	3	ECN 235	Principles of Macroeconomics	3
Total general education credits earned:		15	Total credits accepted:		15

Occupational Courses

10-103-242	Excel 2106 Level 1	1		An elective course	
10-104-103	Customer Service	2		An elective course	
10-104-144	Retail Operations Management	3	MKT 425	Retail Management	3
10-206-160	Video For Social Media	2		An elective course	
10-801-141	Introduction To Mass Communication	3	COM 130	Introduction to Mass Media	3
10-204-116	Publishing On The Internet	2		An elective course	
10-204-126	Photoshop/Image Manipulations	2	GDN ELEC	Graphic Design Elective	2
10-104-150	Introduction to Marketing Program	1		An elective course	
10-104-154	Principles of Sales	3	BUS 487	Sales Management	3
10-104-172	Marketing Principles	3	MKT 350	Marketing Principles	3
10-104-184	Marketing Presentations	1		An elective course	
10-104-185	Advanced Sales	3		An elective course	
10-104-126	Promotions	3	MKT 388	Integrated Marketing Communications	3
10-104-142	Internet Marketing Strategies	3	MKT 450	Digital Marketing Management	3
10-104-175	Market Research	3	MKT 375	Marketing Research	3
10-104-208	Retailing and Merchandising Principles	2		An elective course	
10-103-241	PowerPoint 2016 Level 1	1		An elective course	
10-104-125	Social Media Campaigns 1	3		An elective course	
10-104-151	Portfolio and Career Development	1		An elective course	
10-104-171	Marketing Management	3	MKT 485	Marketing Management	3
10-104-207	Customer Relationship Management (CRM)	1		An elective course	1
Total occupational course credits earned:		46	Total credits accepted at Lakeland University :		61

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

Courses needed to complete degree at Lakeland University

Course No.	Course Title	Credits
GEN 112	Composition II: Argumentation & Research	3
GEN 3XX	Core II: Exploring the Human Condition	3
GEN 4XX	Core III: Shaping the Future (Writing Intensive)	3
ACC 210	Financial Accounting Principles	3
BUS 301	Management Information Systems	3
BUS 330	Management Principles	3
BUS 410	Business Law I	3
BUS 491	Business Policy and Strategy (Writing Intensive)	3
ECN 230	Principles of Microeconomics	3
MAT 220	Probability & Statistics	3
	General Electives with three emphases below	17
	Complete one of the following emphases:	
	Digital Marketing Emphasis	12
COM 111	Fundamentals of Public Speaking	
COM 212	Team-Based Communication	
OR COM 220	OR Persuasion & Advocacy	
COM 330	Strategic New Media & Digital Communication	
COM 331	Critical Communication Approaches to New Media	
	Electives	18
	Retail Management Emphasis	12
ACC 220	Managerial Accounting Principles	
BUS 380	Human Resource Management	
BUS 445	Logistics & Supply Chain Management	
WRT 330	Advertising & Public Relations Writing	
	Electives	18
	Sales Management Emphasis	12
BUS 380	Human Resource Management	
COM 111	Fundamentals of Public Speaking	
COM 211	Interpersonal Communication	
COM 220	Persuasion & Advocacy	
	Credits needed complete evening, weekend & online degree:	59
	Additional coursework if degree completed on main campus location	
BUS 200	Business and Professional Protocol	2
BUS 400	Business Internship	3
	Electives Digital Marketing emphasis	12
	Electives Retail Management emphasis	12
	Electives Sales Management emphasis	12
	Credits needed complete main campus degree:	59
	Graphic Design Emphasis option ***offered on main campus location only	15
GDN 101	Graphic Design I - Digital Illustration	3
GDN 102	Graphic Design II - Image Editing	3
GDN 203	Graphic Design III - Page Layout	3
GDN 304	Graphic Design IV- Brand Identity	3
GDN 315	Typography	3
	Electives Graphic Design Emphasis	9
	If Graphic Design emphasis is completed, student must also complete BUS 200/400 for total credits of	59