



**LAKELAND
COLLEGE**

TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS
NWTC Program: BUSINESS MANAGEMENT

Lakeland College Program: Marketing

Minimum GPA for admission: 2.0

Initial effective date:

General Education Courses

NWTC			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-136	English Composition 1	3	GEN 110	Composition I	3
10-804-123	Math w Business Apps	3		An elective course	3
10-890-101	College 101	1			
10-801-196	Oral/Interpersonal Communication	3	COM 111	Fundamentals of Public Speaking	3
10-809-198	Intro to Psychology	3	PSY 200	General Psychology/A Social Sciences course	3
10-809-103	Think Critically and Creatively	3		An elective course	3
10-809-172	Intro to Diversity Studies	3		A Social Sciences course	3
10-809-195	Economics	3	ECN 220	Principles of Macroeconomics/A Social Sciences course	3
	Total general education credits earned:	22		Total general education credits accepted:	21
	Total transferable general education credits:	21			

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-102-158	Business Principles	3	BUS 150	Pathways to Success: An Introduction to Business	3
10-103-121	Micro: Word-Intro	1		An elective course	1
10-103-131	Micro: Excel-Intro	1		An elective course	1
10-104-110	Marketing Principles	3	BUS 350	Marketing Principles	3
10-105-102	Career Planning	2		An elective course	2
10-101-106	Accounting for Non-Accountants	3		An elective course	3
10-102-156	Operations Management 1	3		An elective course	3
10-196-189	Team Building/Problem Solving	3		An elective course	3
10-196-193	Human Resource Management	3	BUS 380	Human Resources Management	3
10-101-184	Business Finance/Budgeting	3		An elective course	3
10-101-190	Accounting-QuickBooks	1		An elective course	1
10-102-157	Operations Management 2	3		An elective course	3
10-105-103	Career Preparation	1		An elective course	1
10-182-110	Lean Operations Mgmt	3		An elective course	3
10-196-191	Supervision	3	BUS 330	Management Principles	3
10-102-150	Business Law and Ethics	3	BUS 410	Business Law I	3
10-102-160	Global Business Management	3	BUS 284	Principles of International Business	3
10-102-199	Business Mgmt Career Experience	2		An elective course	2
10-104-191	Customer Service	3		An elective course	3
	Total occupational course credits earned:	47		Total occupational course credits accepted:	47
	Elective credits allowed:	0		Elective credits allowed:	0
	Total credits required for graduation:	69			
	Total transferable credits:	68		Total credits accepted at Lakeland College:	68

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

Courses needed to complete degree at Lakeland College:

Course No.	Course Title	Credits
GEN 112	Composition II	3
MAT 130	Intermediate Algebra	3
Complete a minimum of 3 credits from 6 of the following 7 categories (18 credits)		
	Art, Music and Theatre	
	History and Political Science	
	Religion/Ethics	
	Mathematics	
	Natural Sciences	
	Literature and Writing	
	World Languages	
GEN 3XX	Core II: Exploring Human Condition	3
GEN 4XX	Core III: Shaping the Future	3
ACC 210	Financial Accounting Principles	3
BUS 301	Management Information Systems	3
BUS 340	Principles of Business Finance	3
BUS 375	Marketing Research	3
BUS 389	Principles of Financial Management	3
BUS 445	Logistics and Supply Chain Management	3
BUS 485	Marketing Management	3
BUS 491	Business Policy and Strategy (WI)	3
ECN 230	Principles of Microeconomics	3
MAT 220	Probability and Statistics	3
Two of the following:		6
	BUS 314 Hospitality Sales and Marketing	
	BUS 388 Integrated Marketing Communications	
	BUS 469 Global Marketing & Management	
	BUS 487 Sales Management	
	COM 220 Persuasion and Advocacy	
	SOC 325 Sociology of Media & Mass Comm.	
	WRT 330 Advertising and Public Relations	
Total credits needed at Lakeland College to complete degree in the evening, weekend and online program:		66
Additional credits required to complete the traditional on-campus program		
BUS 400	Business Internship	3
BUS 200	Business and Professional Protocol	2
Total credits needed to complete the traditional undergraduate program:		71