

TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS
Waukesha County Technical College Program: Marketing
Lakeland College Program: Marketing
Minimum GPA for admission: 2.0
Initial effective date:



General Education Courses

WCTC			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
801-196	Oral/Interpersonal Communication	3	COM 111	Fundamentals of Public Speaking	3
804-123	Math with Business Applications	3		An elective course	3
801-136	English Composition I	3	GEN 110	Composition I: Academic Writing	3
809-199	Psychology of Human Relations	3		A Social Sciences course	3
809-166	Introduction to Ethics: Theory and Application	3	PHI 232	Ethics/A Philosophy/Religion course	3
809-196	Introduction to Sociology	3	SOC 100	Intro. to Sociology/A Social Sciences course	3
809-195	Economics	3	ECN 220	Prin. of Macroeconomics/A Social Sciences course	3
	Total general education credits earned:	21			
	Total transferable general education credits:	21		Total general education credits accepted:	21

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title	Credits
102-100	Contemporary Business	3	BUS 150	Pathways to Success: An Intro to Business	3
104-102	Marketing Principles	3	BUS 350	Marketing Principles	3
104-112	Personal Brand	3		An elective course	3
106-110	Microcomputer Business Applications I	3	CPS 100	Introduction to Computers	3
104-104	Sales Principles	3		A business elective	3
104-173	Marketing Research	3	BUS 375	Marketing Research	3
101-105	Accounting Fundamentals	3	ACC 210	Financial Accounting Principles	3
104-156	Business to Business Marketing	3		A business elective	3
104-109	Social Media Marketing	3	COM 370	Communication and Social Media	3
104-125	Advertising	3	BUS 388	Integrated Marketing Communications	3
145-100	Introduction to Entrepreneurship	3		A business elective	3
104-157	Marketing Management	3	BUS 485	Marketing Management	3
104-165	Marketing Public Relations	3		A business elective	3
196-140	Principles of Supervision	3	BUS 330	Management Principles	3
	Elective	3		Elective	0-3
	Total occupational course credits earned:	45		Total occupational course credits accepted:	42
	Total credits required for graduation:	66			
	Total transferable credits:	63-66		Total credits accepted at Lakeland College:	63-66

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: Argumentation and Research	3
MAT 130	Intermediate Algebra	3
Complete a minimum of 3 credits from 5 of the following 6 (15 credits)		
	Mathematics	
	World Languages	
	History and Political Science	
	Art, Music, and Theatre	
	Natural Sciences	
	Literature and Writing	
	Core II: Exploring the Human Condition	3
	Core III: Shaping the Future	3
ECN 230	Principles of Microeconomics	3
BUS 301	Management Information Systems	3
BUS 389	Pricing & Financial Management	3
BUS 410	Business Law I	3
BUS 445	Logistics & Supply Chain Management	3
BUS 491	Business Policy & Strategy (WI)	3
MAT 220	Probability and Statistics	3
Elective credit needed to reach 120 credit minimum		6 to 9
Total credits needed at Lakeland College to complete degree in the evening, weekend and online program:		54-56
Additional credits required to complete the traditional on-campus program		
BUS 200	Business & Professional Protocol	2
BUS 400	Business Internship	3
Elective credit needed to reach the 120 credit minimum		1 to 4
Total credits needed to complete the traditional undergraduate program:		54-57