



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

Program: Wisconsin Indianhead Technical College - Business Management

Lakeland University Program: Business Administration - Human Resource Management emphasis 2018-2019

Minimum GPA for admission: 2.0

Review Date:

General Education Courses					
Technical College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-136	English Composition 1	3	GEN 110	Composition I: Academic Writing	3
10-804-123	Math w/Business Applications	3		An elective course	3
10-809-195	Economics	3	ECNGEN	Economics	3
10-801-198	Speech	3	COM 111	Fundamentals of Public Speaking	3
OR 10-801-196	OR Oral/Interpersonal Communication		COM 111	Fundamentals of Public Speaking	
10-809-198	Introduction to Psychology	3	PSY 200	General Psychology	3
OR 10-809-188	OR Developmental Psychology		PSY 330	Human Growth & Development	
Total general education credits earned:		15			15

Occupational Courses					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-101-101	Financial Accounting 1	4	ACC 210	Financial Accounting Principles	4
10-103-125	MS Outlook	1		An elective course	
10-103-146	MS Word A	1		An elective course	
10-103-151	MS Excel A	1		An elective course	
10-104-102	Marketing Principles	3	MKT 350	Marketing Principles	3
10-104-180	Business & Marketing Field Study	2		An elective course	
10-105-100	Introduction to Business	3	BUS 150	Pathways to Success: An Introduction to Business	3
10-105-125	Business Law	3	BUS 410	Business Law I	3
10-114-107	Principles of Finance	3	BUS 340	Principles of Business Finance	3
10-104-191	Customer Service Management	3			
10-196-191	Supervision	3	BUS 330	Management Principles	3
	Elective	3			
Complete one emphasis					
Business Management General Emphasis		15			
10-101-174	QuickBooks Accounting - Beginning	2		An elective course	
10-103-106	MS PowerPoint	1		An elective course	
10-103-152	MS Excel B	1		An elective course	
10-103-162	MS Access A	1		An elective course	
10-116-100	Human Resource Management	3	BUS 380	Human Resource Management	3
OR 10-104-198	OR Managing Human Resources		BUS 380	Human Resource Management	
10-104-101	Entrepreneurship	3		An elective course	
10-196-157	Strategic Planning	1		An elective course	
10-196-188	Project Management	3		An elective course	
Business Management Marketing Emphasis		15			
10-104-104	Selling Principles	3		An elective course	
10-104-110	Technological Applications in Marketing	3		An elective course	
10-104-189	Social Media Marketing	3		An elective course	
10-104-125	Multi-Media Marketing	3	MKT 388	Integrated Marketing Communications	3
10-104-148	Sales Management	3			
Total Occupational credits:		60		Total transferable credits:	60

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

*depends on completion of marketing emphasis at WITC

**depends on completion of general emphasis at WITC

Courses needed to complete degree at Lakeland University:

Course No.	Course Title	Credits
GEN 112	Composition II: Argumentation & Research	3
Completion of Marketing Emphasis in Digital Marketing, Retail Management Or Sales Management		
Digital Marketing		
GEN 3XX	Core II: Exploring the Human Condition	3
GEN 4XX	Core III: Shaping the Future (Writing Intensive)	3
BUS 301	Management Information Systems	3
BUS 491	Business Policy and Strategy (Writing Intensive)	3
COM 130	Introduction to Mass Media	3
ECN 230	Principles of Microeconomics	3
MAT 220	Probability and Statistics	3
MKT 375	Marketing Research	3
MKT 388*	Integrated Marketing Communications	3
MKT 485	Marketing Management	3
Completion of Marketing Emphasis in Digital Marketing, Retail Management Or Sales Management		
Digital Marketing		12
COM 212	Team-Based & Group Communication OR	
OR COM 220	Persuasion & Advocacy	
COM 330	Strategic New Media & Digital Communication	
COM 331	Critical Communication Approaches to New Media	
MKT 450	Digital Marketing Management	
	Electives	15
Retail Management		15
ACC 220	Managerial Accounting Principles	
BUS 380**	Human Resource Management	
BUS 445	Logistics & Supply Chain Management	
MKT 425	Retail Management	
WRT 330	Advertising & Public Relations Writing	
	Electives	12
Sales Management		12
BUS 380**	Human Resource Management	
BUS 487	Sales Management	
COM 211	Interpersonal Communication	
COM 220	Persuasion & Advocacy	
	Electives	15
Total hours to complete degree with these 3 emphases above in Evening, Weekend & Online		60
Completion of Marketing Emphasis in Graphic Design (Traditional Sheboygan campus option only)		
Graphic Design		
GDN 101	Graphic Design I: Digital Illustration	
GDN 102	Graphic Design II: Image Editing	
GDN 203	Graphic Design III: Page Layout	
GDN 304	Graphic Design IV: Brand Identity	
GDN 315	Typography	
	Elective needed for Graphic Design	7
Total hours to complete degree with Graphic Design emphasis at the main campus		60
BUS 200	Business & Professional Protocol	2
BUS400	Business Internship	3
	Elective needed for Digital Marketing	10
	Elective needed for Retail Management	7
	Elective needed for Sales Management	10
Total hours to complete degree with these 3 emphases on the Traditional campus location		60
Completion of Marketing Emphasis in Graphic Design (Traditional Sheboygan campus option only)		
Graphic Design		
GDN 101	Graphic Design I: Digital Illustration	
GDN 102	Graphic Design II: Image Editing	
GDN 203	Graphic Design III: Page Layout	
GDN 304	Graphic Design IV: Brand Identity	
GDN 315	Typography	
	Elective needed for Graphic Design	7
Total hours to complete degree with Graphic Design emphasis at the main campus		60