



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

CVTC Program: Digital Marketing 2122

Lakeland University Program: Marketing, Digital Marketing emphasis 2122

Minimum GPA for admission: 2.0

Review Date: 9/2021

General Education Courses					
Technical College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
809-198	Intro to Psychology	3	PSY 200	General Psychology	3
801-198	Speech	3	COM 111	Fundamentals of Public Speaking	3
801-136	English Composition 1	3	GEN 110	Composition I	3
804-134	Mathematical Reasoning --OR--	3	MAT 140	Advanced Algebra	3
804-189	Introductory Statistics		MAT 220	Probability and Statistics	
809-195	Economics	3	ECN 235	Principles of Macroeconomics	3
Total general education credits earned:		15	Total general education credits accepted:		15

Occupational Courses					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
102-112	Principles of Management	3	BUS 330	Management Principles	3
104-102	Marketing Principles	3	MKT 350	Marketing Principles	3
104-112	Adobe Visual Design	4	GDN 203	Graphic Design III-Page Layout	4
104-119	Digital Marketing Strategy	3	MKT 450	Digital Marketing Management	3
104-125	Advertising	3	MKT 388	Integrated Marketing Communications	3
104-154	Digital Audio & Video	3		An elective course	3
699-115	Editing and Proofreading	3		An elective course	3
102-188	Project Management	3		An elective course	3
104-127	Digital Marketing Campaigns	3		An elective course	3
699-133	Web to Digital Content Writing	3	COM 330	Strategic New Media and Digital Communication	3
101-105	Introduction to Accounting -- OR--	3		An elective course	3
101-111	Accounting 1	4	ACC 210	Financial Accounting Principles	4
104-148	Web Fundamentals	3		An elective course	3
104-169	Marketing Prof Practice	1		An elective course	1
104-174	Digital Marketing Analytics	2		An elective course	2
104-182	Personal Branding	2		An elective course	2
104-183	Marketing Strategy	3	MKT485	Marketing Management	3
Elective credits allowed:					
Total of Occupational/Elective		45 to 46	Total of Occupational/Elective		45 to 46
Total transferable credits:		60 to 61	Total transferable credits:		60 to 61

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

*Dependent upon course chosen in associate 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	3
ACC 210	Financial Accounting Principles*	3
BUS 301	Management Information Systems	3
BUS 410	Business Law I	3
BUS 491	Business Policy Strategy (WI)	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
Digital Marketing Emphasis: Choose 2 of 3		6 to 7
COM 212 OR	Team-Based and Group Communication OR	
COM 220	Persuasion and Advocacy	
COM 331	Critical Communication Approaches to New Media	
EXP 100 &	Professional Protocol (1 semester hour)	
BUS 400	Business Internship	
Electives needed to reach 120 minimum:		19 to 21
Total credits needed to complete Lakeland University degree:		59 to 60