



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

CVT Program: Marketing 2021-2022

Lakeland University Program: Marketing, Digital Marketing emphasis 2021/2022

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
804-134	Mathematical Reasoning --OR--	3	MAT 130	Intermediate Algebra	3
804-189	Introductory Statistics		MAT 220	Probability and Statistics	
801-136	English Composition 1	3	GEN 110	Composition I: Academic Writing	3
809-198	Introduction to Psychology	3	PSY 200	General Psychology	3
801-198	Speech	3	COM 111	Fundamentals of Public Speaking	3
809-195	Economics	3	ECN 235	Principles of Macroeconomics	3
Total general education credits earned:		15	Total general education credits accepted:		15

Course No.	Course Title	Credits	Course No.	Course Title	Credits
104-102	Marketing Principles	3	MKT 350	Marketing Principles	3
104-110	Customer Relationship Mgmt	3		An elective course	3
104-140	Professional Sales	3		An elective course	3
106-113	Customer Service Foundation	1		An elective course	1
106-114	Customer Communic Techniques	1		An elective course	1
106-115	Customer Care Strategies	1		An elective course	1
106-128	Found in Business Writing	1		An elective course	1
106-129	Traditional Business Writing	1		An elective course	1
106-130	Managerial Bus Writing	1		An elective course	1
102-188	Project Management --OR--	3		An elective course	3
104-160	Event Planning & Marketing				
104-105	Marketing Research	3	MKT 375	Marketing Research	3
104-119	Digital Marketing Strategy	3	MKT 450	Digital Marketing Management	3
104-125	Advertising	3	MKT 388	Integrated Marketing Strategies	3
104-183	Marketing Strategy	3	MKT 485	Marketing Management	3
102-112	Principles of Management	3	BUS 330	Management Principles	3
104-112	Adobe Visual Design --OR--	3 to 4	GDN 203	Graphic Design III-Page Layout	3 to 4
699-105	Document Design				
101-105	Introduction to Accounting --OR--	3 to 4		An elective course	3 to 4
101-111	Accounting 1		ACC 210	Financial Accounting Principles	
104-169	Marketing Prof Practice	1		An elective course	1
104-182	Personal Branding	2	EXP 100	Professional Protocol	2
	Elective	3		An elective course	3
Total of Occupational/Elective		45 to 47	Total of Occupational/Elective		45 to 47
Total transferable credits:		60 to 62	Total transferable credits:		60 to 62

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
Digital Marketing Emphasis Choose 3 of 4		9 to 10
COM 212 OR	Team-Based and Group Communication OR	
COM 220	Persuasion and Advocacy	
COM 330	Strategic New Media and Digital Communication	
COM 331	Critical Communication Approaches to New Media	
BUS 400	Business Internship	
Elective needed to reach 120 credit minimum:		18 to 21
Total credits needed to complete Lakeland University degree:		58 to 60