



**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**Program: Marketing 2021 Academic Year**

**Lakeland University Program: Marketing**

**Minimum GPA for admission: 2.0**

**Review Date: 3/2/2021**

General Education Courses					
Fox Valley Technical College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication	3	GEN110	Composition I	3
10-804-123	Math with Business Apps	3		An elective course	3
10-801-196	Oral / Interpersonal Communication	3	COM111	Fundamentals of Public Speaking	3
10-809-166	Intro to Ethics:Theory and App	3	PHI232	Ethics/Philosophy & Religion	3
10-809-198	Intro to Psychology	3	PSY200	General Psychology/A Social Science course	3
10-809-195	Economics	3	ECN235	Principles of Macroeconomics/A Social Science course	3
<b>Total general education credits earned:</b>		<b>18</b>	<b>Total general education credits accepted:</b>		<b>18</b>

Occupational Courses					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-102-112	Introduction to Business	3	BUS 150	Introduction to Business	3
10-104-151	Principles of Marketing I	3	MKT 350	Marketing Principles	3
10-104-117	Sales Principles	3		An elective course	3
10-103-109	Technology Tools for Marketing	2		An elective course	2
10-104-100	Digital Marketing	3	MKT 450	Digital Marketing Management	3
10-104-101	Marketing Analytics	3	MKT 375	Marketing Research	3
10-104-103	Integrated Marketing Communications	3	MKT 388	Intefrated Marketing Communications	3
10-104-118	Professional Sales	2	*BUS 487	Sales Management	2
10-104-108	Social Media Marketing Strategy	3	COM 330	Strategic New Media & Digital Communication	3
10-699-105	Writing Contenet for the Web	3		An elective course	3
10-101-107	Principles of Accounting	3		An elective course	3
10-102-103	Business Law I	3	BUS 410	Business Law I	3
10-103-108	Technology Tools for Marketing, Data	2		An elective course	2
10-106-199	Business Career Planning	1		An elective course	1
10-104-104	Marketing Plan Development	3	MKT 485	Marketing Management	3
10-104-119	Sales Strategy	2	*BUS 487	Sales Management	2
10-104-126	Marketing Internship	2	BUS400	Business Internship	2
<b>Elective credits allowed:</b>					
<b>Total of Occupational/Elective</b>		<b>44</b>	<b>Total of Occupational/Elective</b>		<b>44</b>
<b>Total transferable credits:</b>		<b>62</b>	<b>Total transferable credits:</b>		<b>62</b>

**NOTE:** Transfer credits noted assume completed Associate's Degree.  
application of this course  
\*Both courses needed to fulfill requirement

\*Students must attend courses on the traditional campus

**Courses needed to complete degree at Lakeland University:**

Course No.	Course Title	Credits
GEN112	Compostion II	3
GEN3XX	CORE II	3
GEN4XX	CORE III	3
ACC 210	Financial Accounting Principles	3
BUS 301	Management Information Systems	3
BUS 330	Management Principles	3
BUS 491	Business Policy and Strategy	3
COM 130	Introduction to Mass Media	3
ECN 230	Principles of Microeconomics	3
MAT 220	Probability and Statistics	3
And the completion of at least one emphasis from the following:		
	Communication	9
	Cooperative Education	23 to 27
	Digital Marketing	6 to 7
	Finance	15 to 16
	Graphic Design	15 to 16
	Sales Management	9 to 10
	Management	12 to 13
	Retail Management	15 to 16
	Student Designed	12
	Sustainability*	13 to 14
	Retail Management	15
Electives needed to reach 120 credit minimum:		1 to 22
<b>Total credits needed to complete the degree at Lakeland University</b>		<b>58</b>