



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

Program: Event Management

Lakeland University Program: Marketing 2021

Minimum GPA for admission: 2.0

Review Date: 10/29/2020

General Education Courses					
Technical College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication	3	GEN 110	Composition I: Academic Writing	3
10-804-123	Math with Business Applications	3		An elective course	3
10-801-196	Oral/Interpersonal Communication	3	COM 111	Fundamentals of Public Speaking	3
10-809-172	Introduction to Diversity Studies	3	SOC 210	Majority-Minority Relations	3
10-809-199	Psychology Of Human Relations	3	PSY ELEC	Psychology Elective	3
Total general education credits earned:		15			

Occupational Courses					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-101-106	Accounting Fundamentals	3		An elective course	3
10-106-109	Business Spreadsheet Applications	3		An elective course	3
10-109-102	Fundamentals of Meeting Management	3		An elective course	3
10-109-111	Registration/Housing Logistics	2		An elective course	2
10-104-114	Social Media Principles	3	COM 330	Strategic New Media & Digital Communication	3
10-109-104	Meeting Design	3		An elective course	3
10-109-108	Mtgs Industry Budget/Finance	2		An elective course	2
10-109-110	Meeting Coordination	3		An elective course	3
10-104-102	Marketing Principles	3	MKT 350	Marketing Principles	3
10-109-109	Special Event Management	3		An elective course	3
10-109-116	Fundamentals of Green Meetings and Events	2		An elective course	2
10-109-119	Event Professional Best Practices	3		An elective course	3
10-109-112	Exhibition Management	3		An elective course	3
10-109-113	Risk Management, Negotiations, and Legal Issues	3		An elective course	3
10-109-114	Meeting/Event Mgmt. Internship	2		An elective course	2
10-109-117	Partnership Development	3		An elective course	3
	Elective credits allowed:	3		An elective course	3
Total of Occupational/Elective		47	Total of Occupational/Elective		
Total transferable credits:		62	Total transferable credits:		62

NOTE: Transfer credits noted assume completed Associate's 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
Completion of a Marketing emphasis		
ACC 210	Financial Accounting Principles	3
BUS 301	Management Information Systems	3
BUS 330	Management Principles	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
MKT 388	Integrated Marketing Communications	3
MKT 485	Marketing Management	3
Completion of a Marketing emphasis		9 to 27
Electives at Lakeland #		0 to 7
Total hours to complete the Program		58
*student may exceed 120 total hours for this degree for certain emphases.		