



**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**Program: Marketing**

**Lakeland University Program: Marketing 2021**

**Minimum GPA for admission: 2.0**

**Review Date: 10/28/2020**

**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
10-804-144	Math of Finance	3		An elective course	3
10-801-196	Oral/Interpersonal Communication	3	COM 111	Fundamentals of Public Speaking	3
10-809-195	Economics	3	ECN 235	Macroeconomics	3
10-809-199	Psychology of Human Relations	3	PSY ELEC	Psychology Elective	3
<b>Total general education credits earned:</b>		<b>15</b>	<b>Total general education credits accepted:</b>		<b>15</b>

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-103-133	Excel - Beginning	1		An elective course	1
10-103-137	Word - Beginning	1		An elective course	1
10-103-143	PowerPoint - Beginning	1		An elective course	1
10-104-102	Marketing Principles	3	MKT 350	Marketing Principles	3
10-104-104	Selling Principles	3		An elective course	3
10-104-113	Leadership Ethics in the Digital Age	3		A Philosophy & Religion course	3
10-104-112	Marketing Design Strategies	3		An elective course	3
10-104-114	Social Media Principles	3	COM 330	Strategic New Media & Digital Communication	3
10-104-125	Principles of Advertising	3	MKT 388	Integrated Marketing Communications	3
10-104-162	Mobile Marketing	3	MKT 450	Digital Marketing	3
10-104-126	Public Relations	3	WRT 330	Advertising & Public Relations Writing	3
10-104-164	Marketing Digital Design	3	GDN 303	Web & App Design	3
10-104-169	Digital Marketing	3		An elective course	3
10-104-103	Marketing Research	3	MKT 375	Marketing Research	3
10-104-115	Capstone Campaign	3		An elective course	3
10-104-180	Global Marketing	3	BUS 469	Global Marketing & Management Strategies	3
10-104-188	Marketing Portfolio	1		An elective course	1
	Elective credits allowed:	3		An elective course	3
<b>Total of Occupational/Elective</b>		<b>46</b>	<b>Total of Occupational/Elective</b>		<b>46</b>
<b>Total transferable credits:</b>		<b>61</b>	<b>Total transferable credits:</b>		<b>61</b>

**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 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

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

MAT 220	Probability and Statistics	3
MKT 485	Marketing Management	3
<b>Completion of a Marketing emphasis</b>		6 to 27
Elective credits needed to reach 120 minimum:		0 to 17
<b>Credits needed to earn Lakeland University degree:</b>		<b>59 to 63</b>