



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS  
 Northwood Tech Program: Business Management - General Emphasis 2021-2022  
 Lakeland University Program: Business Administration - Digital Marketing Emphasis 2021-2022  
 Minimum GPA for admission: 2.0  
 Review Date: 8/17

Technical College			General Education Courses			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits	Course No.	Course Title/Field	Credits
10-801-136	English Composition 1	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			
10-809-195	Economics	3	ECN 235	Principles of Macroeconomics	3			
10-809-198	Introduction to Psychology	3	PSY 200	General Psychology	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
10-103-106	MS PowerPoint	1		An elective course	1
10-103-125	MS Outlook	1		An elective course	1
10-103-146	MS Word A	1		An elective course	1
10-104-191	Customer Service Management	3		An elective course	3
10-105-100	Introduction to Business	3	BUS 150	Pathways to Success: An Introduction to Business	3
10-103-162	MS Access A	1		An elective course	1
10-104-102	Marketing Principles	3	MKT 350	Marketing Principles	3
10-114-107	Principles of Finance	3	BUS 340	Principles of Business Finance	3
10-196-188	Project Management	3		An elective course	3
10-103-151	MS Excel A	1		An elective course	1
10-103-152	MS Excel B	1		An elective course	1
10-101-101	Financial Accounting I	4	ACC 210	Financial Accounting Principles	4
10-104-198 --OR--	Managing Human Resources --OR--	3	BUS 380	Human Resource Management	3
10-116-100	Human Resource Management				
10-105-125	Business Law	3	BUS 410	Business Law	3
10-196-191	Supervision	3	BUS 330	Management Principles	3
10-101-174	QuickBooks Accounting - Beginning	2		An elective course	2
10-104-180	Business and Marketing Field Study	2		An elective course	2
10-145-101	Entrepreneurship	3		An elective course	3
10-196-157	Strategic Planning	1		An elective course	1
	Elective	3		An elective course	3
<b>Total transferable credits:</b>		<b>45</b>	<b>Total transferable credits:</b>		<b>60</b>

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

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

GEN 112	Composition II: Argumentation & Research	3
GEN 3XX	CORE II: Exploring the Human Condition	3
GEN 4XX	CORE III: Shaping the Future	3
<b>Digital Marketing Emphasis Choose 4 of 5</b>		
ACC 220	Managerial Accounting Principles	3
BUS 301	Management Information Systems	3
BUS 491	Business Policy Strategy (WI)	3
ECN 230	Principles of Microeconomics	3
MAT 220	Probability & Statistics	3
		12 to 13
COM 330	Strategic New Media & Digital Comm.	
COM 331	Critical Comm. Approaches/New Media	
MKT 450	Digital Marketing Management	
EXP 100 & BUS 400	Professional Protocol (1 sem. Hour) Internship in Business (3 sem. hours)	
<b>One of the following:</b>		
COM 212	Team-based & Group Comm	
COM 220	Persuasion and Advocacy	
Electives needed to reach the 120 credit minimum:		23 to 24
<b>Total credits needed to complete Lakeland University degree:</b>		<b>60</b>