



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

Northwood Tech Program: Business Management - General Emphasis 2021-2022

Lakeland University Program: Business Administration - Marketing Emphasis 2021-2022

Minimum GPA for admission: 2.0

Review Date: 8/17

General Education Courses					
Technical College			Lakeland		
Course No.	Course Title	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
Total general education credits earned:			Total general education credits accepted:		
			15		

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-- 10-116-100	Managing Human Resources --OR-- Human Resource Management	3	BUS 380	Human Resource Management	3
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
Total transferable credits:			Total transferable credits:		
			45		

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
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		
Marketing Emphasis Choose 4 of 6		12 to 13
COM 220 Persuasion and Advocacy		
MKT 375 Marketing Research		
MKT 388 Integrated Marketing Communications		
MKT 485 Marketing Management		
EXP 100 & MKT 400 Professional Protocol (1 sem. hour) & Marketing Internship (3 sem. hours)		
One of the following:		
COM 211 Interpersonal Communication		
COM 212 Team-based & Group Communication		
Electives needed to reach the 120 credit minimum:		23 to 24
Total credits needed to complete Lakeland University degree:		60