



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC Program: **MARKETING**

Lakeland College Program: **Marketing**

Minimum GPA for admission: **2.0**

Initial effective date:

General Education Courses

NTC			Lakeland College		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication <u>OR</u>	3	GEN 110	Composition I	3
10-801-136	English Composition 1				
10-809-198	Intro to Psych <u>OR</u>	3	PSY 200	General Psychology / A Social Sciences course	3
10-809-199	Psychology of Human Relations			A Social Sciences course	
10-801-196	Oral/Interpersonal Communications <u>OR</u>	3	COM 111	Fundamentals of Public Speaking	3
10-801-198	Speech				
10-804-123	Math with Business Applications <u>OR</u>	3		An elective course	3
10-804-189	Introductory Statistics		MAT 220	Probability and Statistics / A Mathematics course	
10-809-166	Intro to Ethics: Theory and App	3	PHI 232	Ethics / A Philosophy and Religion course	3
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 100	Introduction to Sociology / A Social Sciences course	3
10-809-172	Intro to Diversity Studies			A Social Sciences course	
10-809-195	Economics	3	ECN 220	Principles of Macroeconomics / A Social Sciences course	3
Total general education credits earned:		21	Total general education credits accepted:		21
Total transferable general education credits:		21			

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-103-225	Excel 2103 Level 1	1		An elective course	1
10-103-226	Word 2013 1	1		An elective course	1
10-104-103	Customer Service	2		An elective course	2
10-104-150	Introduction to Marketing Program	1		An elective course	1
10-104-154	Principles of Sales	3		An elective course	3
10-104-172	Marketing Principles	3	BUS 350	Marketing Principles	3
10-104-185	Advanced Sales	3		An elective course	3
10-104-141	Retailing Principles	3	BUS 425	Retail Management	3
10-104-174	Entrepreneurship 1	3		An elective course	3
10-104-176	Global Marketing	3		An elective course	3
10-104-184	Marketing Presentations	2		An elective course	2
10-104-126	Promotions	3	BUS 388	Integrated Marketing Communications	3
10-104-142	Internet Marketing Strategies	3		An elective course	3
10-104-175	Market Research	3	BUS 375	Marketing Research	3
10-104-186	Merchandising Management	3		An elective course	3
10-104-125	Social Media Campaigns	3	COM 370	Communication and Social Media	3
10-104-144	Retail Operations Management	3		An elective course	3
10-104-151	Portfolio and Career Development	2		An elective course	2
10-104-171	Marketing Management	3	BUS 485	Marketing Management	3
10-104-207	Customer Relationship Management (CRM)	1		An elective course	1
Total occupational course credits earned:		49	Total occupational course credits accepted:		49
Total credits required for graduation:		70			
Total transferable credits:		70	Total credits accepted at Lakeland College:		70

Courses needed to complete degree at Lakeland College

(Evening, Weekend, Online Program):

Course No.	Course Title	Credits
GEN 112	Composition II	3
MAT 130 *	Intermediate Algebra	3
Complete a minimum of 3 credits from 5 of the 6 following categories (15 credits)		
	Art, Music and Theatre	
	History and Political Science	
	Mathematics *	
	Natural Science	
	Literature and Writing	
	World Languages	
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 389	Pricing and Financial Management	3
BUS 410	Business Law I	3
BUS 445	Logistics and Supply Chain Management	3
BUS 491	Business Strategy and Policy (WI)	3
ECN 230	Principles of Microeconomics	3
MAT 220 *	Probability and Statistics	3
Total credits needed at Lakeland College to complete EWO degree:		54 ^
Additional credits needed to complete traditional program:		
BUS 200	Business and Professional Protocol	2
BUS 400	Business Internship	3
Total credits needed at Lakeland College to complete traditional program:		59

* 10-804-189 waives requirement.

* 10-804-189 fulfills requirement.

* 10-804-189 fulfills requirement.

^ Elective credit may be needed if 10-804-189 completed.

Note: Transfer credits noted assume complete Associate's Degree.

Disclaimer: Students planning to transfer should contact NTC's Transfer Specialist and transfer personnel at Lakeland College for the most current transfer information.