



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

MSTC Program: Digital Marketing 1920

Lakeland University Program: Marketing

Minimum GPA for admission: 2.0

Review Date:

General Education Courses

MSTC			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10801136	English Composition 1	3	GEN 110	Composition I: Academic Writing	3
10801198	Speech	3	COM 111	Fundamentals of Public Speaking	3
10801196	Oral/Interpersonal Communication				
10804107	College Mathematics - OR -	3 to 4	MAT 130	Intermediate Algebra	3 to 4
10804189	Introductory Statistics - OR -		MAT 220	Probability & Statistics	
10804118	Intermediate Algebra with Application		MAT 130	Intermediate Algebra	
10809195	Economics	3	ECN 235	Principles of Macroeconomics	3
10809196	Intro to Sociology - OR -	3	SOC 100	Introduction to Sociology	3
10809172	Introduction to Diversity Studies - OR -		SOC 210	Majority-Minority Relations	
10809122	Intro to American Government		POL 221	American Government I	
10809198	Intro to Psychology	3	PSY 330	Human Growth and Development	3
10809188	Developmental Psychology		PSY 200	General Psychology	
Total general education credits earned:		18 to 19	Total general education credits accepted:		18 to 19

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10102101	Intro to Business	3	BUS 150	Pathways to Success: An Introduction to Business	3
10103106	Microsoft Office-Introduction	3	CPS 100	Introduction to Computers	3
10104102	Marketing Principles	3	MKT 350	Marketing Principles	3
10104108	Adobe Visual Design	3		An elective course	
10104109	Adobe Video Design	3		An elective course	
10103124	Excel - Intermediate	1		An elective course	
10104107	Social Media Marketing	3	COM 330	Strategic New Media & Digital Communication	3
10104105	Professional Selling	3		An elective course	
10104110	Marketing Communications	2		An elective course	
10102121	Finance and Budgeting - OR -	3		An elective course	
10101111	Accounting I	4	ACC 210	Financial Accounting Principles	3
10104125	Promotion Management	4	MKT 388	Integrated Marketing Communications	3
10104174	Marketing Research	3	MKT 375	Marketing Research	3
10104180	Internet and Mobile Marketing	3	MKT 450	Digital Marketing Management	3
10104160	Marketing Management	4	MKT 485	Marketing Management	3
10152187	Web Site Development for Business	3	CPS 280	Special Topics in Computer Science	
10104111	Marketing Policy and Ethics	1		An elective course	
Total transferable credits:		49	Total transferable credits:		64 to 65

Courses needed to complete degree at Lakeland University:

Course No.	Course Title	Credits
GEN 112	Composition II: Argumentation & Research	3

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

GEN 3XX	Core II: Exploring Human Condition	3
GEN 4XX	Core III: Shaping the Future	3
ACC 210	Financial Accounting Principles <i>*if not completed above</i>	0 to 3
BUS 301	Management Information Systems	3
BUS 330	Management Principles	3
BUS 410	Business Law I	3
BUS 491	Business Policy and Strategy (WI)	3
COM 130	Introduction to Mass Media	3
ECN 230	Principles of Microeconomics	3
MAT 220	Probability and Statistics <i>*if not completed above</i>	0 to 3
Complete at least one emphasis		9 to 27
Communication		9
COM 212	Team Based and Group Communication	
WRT 201	News Writing	
WRT 330	Advertising and Public Relations Writing	
General Electives with this emphasis		13 to 20
Cooperative Education		23 to 27
EXP 100	Professional Protocol (1 semester hour)	
EXP 300	Experiential Learning Seminar (1 semester hour)	
<i>Completed two times, for 2 semester hours as a co-requisite with EXP/MKT 390/391</i>		
EXP/MKT 390	Cooperative Education Experience (1-12 semester hours)	
<i>Completed two times, for 20-24 semester hours, one experience must be in MKT 390</i>		
EXP/MKT 391	Cooperative Education Experience (0 semester hours)	
<i>Completed once over a summer session</i>		
General Electives with this emphasis		0 to 6
Digital Marketing (choose 3 of 4)		9 to 10
COM 212	Team Based and Group Communication	
COM 331	Critical Communication Approaches to New Media	
EXP 100 & BUS 400	Professional Protocol (1 semester hour) & Business Internship	
MKT 450	Digital Marketing Management	
General Electives with this emphasis		13 to 20
Finance (choose 5 of 6)		15 to 16
BUS 365	Personal Financial Management	
BUS 366	Global Financial Markets	
BUS 424	Intermediate Corporate Finance	
BUS 437	Investment Finance	
ECN 360	Money, Banking, and National Income	
EXP 100 & BUS 400	Professional Protocol (1 semester hour) & Business Internship	
General Electives with this emphasis		7 to 14
Graphic Design <i>***Available only at the Main campus location</i>		15 to 16

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EXP 100 & BUS 400	Professional Protocol (1 semester hour) & Business Internship	
GDN 101	Graphic Design I: Digital Illustration	
GDN 102	Graphic Design II: Image Editing	
GDN 203	Graphic Design III: Page Layout	
GDN 304	Graphic Design IV: Brand Identity	
GDN 315	Typography	
	General Electives with this emphasis	7 to 14
	Management (choose 3 of 5)	9 to 10
BUS 380	Human Resource Management	
BUS 445	Logistics & Supply Chain Management	
BUS 455	Entrepreneurial Management	
BUS 492	Organizational Leadership	
MKT 425	Retail Management	
	General Electives with this emphasis	13 to 20
	Retail Management (choose 5 of 6)	15 to 16
ACC 220	Managerial Accounting Principles	
BUS 380	Human Resource Management	
BUS 445	Logistics & Supply Chain Management	
EXP 100 & BUS 400	Professional Protocol (1 semester hour) & Business Internship	
MKT 425	Retail Management	
WRT 330	Advertising and Public Relations Writing	
	General Electives with this emphasis	7 to 14
	Sales Management (choose 4 of 5)	12 to 13
BUS 380	Human Resource Management	
BUS 487	Sales Management	
COM 211	Interpersonal Communication	
COM 220	Persuasion & Advocacy	
EXP 100 & BUS 400	Professional Protocol (1 semester hour) & Business Internship	
	General Electives with this emphasis	10 to 17
	Student Designed	12
	<p><i>Students may propose a twelve (12) semester-hour emphasis in an area of academic interest that complements their major in the J. Garland Schilcutt School of Business and Entrepreneurship. Students may fulfill the emphasis requirement by completing current courses offered by the J. Garland Schilcutt School of Business and Entrepreneurship, courses offered in other Schools or internship experiences that are relevant to the area of interest. This emphasis plan must be approved in advance by the student's academic advisor and the Dean of the J. Garland Schilcutt School of Business and Entrepreneurship. Cooperative Education courses may not be used to satisfy the requirements of this emphasis.</i></p>	

	General Electives with this emphasis	11 to 17
Total credits needed at Lakeland University to complete degree:		55 to 56