



Credit Transfer Pathway
FVTC Program: 101043 - Marketing
Lakeland College Program: Marketing
Academic Year: 2011-12

FVTC			Lakeland College		
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-101-107	Accounting, Principles of	3.00	ACC210	Accounting Principles	3.00
10-102-103	Business Law 1	3.00	BUS410	Business Law I	3.00
10-102-112	Business, Introduction to	3.00	BUS150	Pathways to Success: An Introduction to Business	3.00
10-103-100	MS Word 2007 Introduction	1.00		General Elective	1.00
10-104-113	Marketing Research	3.00		Business Elective	3.00
10-104-114	Marketing Management	3.00	BUS485	Marketing Management	3.00
10-104-121	Marketing Communications Development	3.00		Business Elective	3.00
10-104-124	Sales Workshop, Advanced	3.00		Business Elective	3.00
10-104-147	Promotion Principles	3.00	BUS388	Integrated Marketing Communications	3.00
10-104-150	Marketing - Internship 1	1.00	*BUS405	Business Internship in Marketing	1.00
10-104-151	Marketing 1, Principles of	3.00	BUS350	Marketing Principles	3.00
10-104-157	Retail Principles	3.00	BUS425	Retail Management	3.00
10-104-163	Sales Management	3.00		Business Elective	3.00
10-104-166	Sales Principles	3.00		Business Elective	3.00
10-104-182	Data Base Marketing	3.00		Business Elective	3.00
10-196-191	Supervision	3.00	BUS330	Management Principles	3.00
Technical Studies		44.00			
10-801-195	Written Communication	3.00	GEN110	Expository Writing	3.00
10-801-196	Oral/Interpersonal Comm	3.00	GEN111	Fundamentals of Public Speaking	3.00
10-804-123	Math w Business Apps	3.00		General Elective	3.00
10-809-166	Intro to Ethics: Theory & App	3.00	PHI232	Ethics/Societal Studies	3.00
10-809-195	Economics	3.00	ECN220	Principles of Macroeconomics/Societal Studies	3.00
10-809-197	Contemporary Amer Society	3.00		American Studies Course	3.00
10-809-199	Psychology of Human Relations	3.00		Societal Studies Course	3.00
General Studies		21.00			
Suggested Electives					
10-104-110	DECA Leadership	1.00		General Elective	1.00
10-104-120	Advertising/Copywrite/Layout	3.00		General Elective	3.00
10-104-130	Marketing - Field Study	3.00		Business Elective	3.00
10-104-134	Marketing - Internship 2	2.00	*BUS405	Business Internship in Marketing	2.00
10-104-191	Customer Service	1.00		Business Elective	1.00
10-145-100	Entrepreneurial Venture-Your Business Plan	3.00		Business Elective	3.00
Electives		3.00			
Total credits needed at FVTC to complete degree:		68.00	Total credits accepted:		60.00

Notes: Both courses with * are needed to fulfill the requirement.

Additional courses needed to complete degree:		
Course No.	Course Title	Credits
ECN 230	Principles of Microeconomics	3.00
BUS 280	Business Information Processing	3.00
BUS 300	Business and Professional Rhetoric (WI)	3.00
BUS 340	Principles of Business Finance	3.00
BUS 360	Business and Economic Statistics	3.00
BUS 384	New Product Management	3.00
BUS 389	Pricing and Financial Management	3.00

BUS 445	Logistics and Supply Chain Management	3.00
BUS 490	Leadership, Ethics and Decision Making	3.00
MAT 220	Probability and Statistics	3.00
GEN112	Persuasive Writing	3.00
MAT130	Intermediate Algebra	3.00
	A Quantitative Analysis course	3.00
	A Scientific Experience Course	3.00
	An Artistic Experience Course	3.00
	A Religious Studies Course	3.00
	A Cross-Cultural Studies Course	3.00
GEN3xx	A Core II Course	3.00
GEN4xx	A Core III Course (WI)	3.00
	General Elective Credits	3.00
Total credits needed to complete degree:		60.00
Additional courses needed for traditional program:		
BUS200	Business & Professional Protocol	2.00