



Credit Transfer Pathway
FVTC Program: Professional Communications
Lakeland College Program: Communication- Professional Communication
Emphasis
Academic Year: 2013-14



FVTC			Lakeland College		
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-106-121	Office Software Applications	3.00		An elective course	3.00
10-699-112	Introduction to Professional Communications	3.00		An elective course	3.00
10-104-151	Marketing 1, Principles	3.00	BUS 350	Marketing Principles	3.00
10-699-121	Social Media	1.00		An elective course	1.00
10-152-105	Web Graphics, Introduction to	3.00		An elective course	3.00
10-699-102	Intercultural Communication	3.00	COM 211	Interpersonal Communication	3.00
10-699-104	Research Methods for Professional Communications	3.00	COM 280	Special Topics in Communication	3.00
10-699-116	Developing Product Documentation	3.00		An elective course	3.00
10-699-117	Designing Content for the Web	3.00	COM 280	Special Topics in Communication	3.00
10-699-123	Video Publishing	1.00			1.00
10-699-105	Writing Content for the Web	3.00	COM 325	New Media and Digital Communication	3.00
10-699-106	Proposal/Grant Writing	3.00	COM 280	Special Topics in Communication	3.00
10-699-141	Professional Communication Internship	3.00		An elective course	3.00
10-699-120	Information Design	3.00		An elective course	3.00
10-699-142	E-Portfolio Development	1.00		An elective course	
10-699-122	Publishing Content for Mobile Devices	1.00		An elective course	1.00
Technical Studies		40.00			39.00
10-801-195	Written Communication	3.00	GEN 110	Expository Writing	3.00
10-801-196	Oral/Interpersonal Communication	3.00	COM 111	Fundamentals of Public Speaking	3.00
10-809-198	Introduction to Psychology	3.00	PSY 200	General Psychology/A Social Sciences course	3.00
10-809-195	Economics	3.00	ECN 220	Principles of Macroeconomics/A Social Sciences course	3.00
10-804-107	College Mathematics	3.00	MAT 130	Intermediate Algebra/Quantitative Skills course	3.00
10-809-172	Race, Ethnic & Diversity	3.00		A Social Sciences course	3.00
10-801-197	Technical Reporting	3.00		An elective course	3.00
General Studies		21.00			21.00
Suggested Electives					
10-104-100	Internet Marketing	3.00		An elective course	
10-145-104	Introduction to Entrepreneurship	3.00		An elective course	
10-145-102	Entrepreneur E-Business Plan	3.00		An elective course	
10-104-113	Marketing Research	3.00	BUS 375	Marketing Research^	3.00
Electives		3.00		Electives (Dependent Upon Course Taken)	3.00
Total credits needed at FVTC to complete degree:		64.00	Total credits accepted:		63.00

Notes:
 ^Indicates requirements may vary based on FVTC course selected.

Students are exempt from Lakeland College course GEN 130: Core I when 30 or more semester hours of college-level coursework are transferred into Lakeland College.

Additional courses needed to complete degree:		
Course No.	Course Title	Credits
GEN 112	Persuasive Writing	3.00
GEN 3XX	A Core II course	3.00
GEN 4XX	A Core III course	3.00
The completion of at least 1 3-credit course from 6 of the following 7 categories		18.00
	Art, Music, Theatre (ART, MUS, THE)	
	History and Political Science (HIS, POL)	

	Literature and Writing (ENG, WRT)	
	Mathematics (MAT)	
	Natural Sciences (GEN 183)	
	Philosophy and Religion (PHI, REL)	
	World Languages (CHI, GER, JPS, SPA)	
COM 100	Introduction to Mass Media	3.00
COM 220	Persuasion and Advocacy	3.00
COM 340	Communication Theory	3.00
COM 350	Rhetorical Criticism (WI)	3.00
COM 425	Critical Communication Approaches to New Media	3.00
WRT 300	Advanced Composition (WI)	3.00
COM XXX	An additional 3-credit Communication (COM) elective	3.00
The completion of at least 2 of the following 5 courses^		6.00
	COM 212 Team Based & Group Communication	
	COM 370 Communication & Social Media	
	WRT 150 Computer Design/Adobe InDesign for the PC—or— ART 103 Digital Page Layout/InDesign	
	WRT 201 News Writing	
	WRT 330 Advertising & Public Relations Writing	
Elective Credits		3.00
Total Lakeland College credits needed to complete degree through the Evening, Weekend & Online Program:		57.00
<i>Program requirements may vary if taken through Lakeland College's traditional undergraduate program. For example: COM 212 must be completed as a "required" course.</i>		