

# MID-STATE TECHNICAL COLLEGE ASSOCIATE OF ARTS TO LAKELAND UNIVERSITY B.A. MARKETING TRANSFER GUIDE

## Communication - 9 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-801-136	English Composition 1 <i>Required course</i>	GEN 110	Composition I: Academic Writing	3
20-801-223	English 2 <i>Required course</i>	GEN 112	Composition II: Argumentation and Research	3
10-801-198	Speech <i>Required course</i>	COM 111	Fundamentals of Public Speaking	3
10-801-196	Oral/Interpersonal Communication	COM 111	Fundamentals of Public Speaking	3

## Humanities & Fine Arts and Social & Behavioral Sciences - 21 credits required

### Humanities & Fine Arts - 6 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
20-801-204	Introduction to Literature	ENG 190	Approaching Literature	3
20-801-227	Creative Writing	ELECTIVE	General Elective	3
20-801-233	Children's Literature	ENG 230	Young Adult Literature	3
20-801-247	Contemporary World Literature	ENG 200	Exploring World Literature	3
20-803-211	US History to 1877	HIS 111	US History I	3
20-803-212	US History 1877 to Present	HIS 112	US History II	3
20-803-258	World History to 1500	HIS 101	World History I	3
20-803-259	World History since 1500	HIS 102	World History II	3
20-805-201	Music Appreciation	ELECTIVE	Music Elective	3
20-805-280	Music in Film	ELECTIVE	General Elective	3
10-809-103	Think Critically and Creatively	GEN 130	Core I: Foundations of Critical Thinking	3
10-809-166	Introduction to Ethics: Theory & App	PHI 232	Ethics	3
20-809-223	Introduction to World Religions	ELECTIVE	Religion Elective	3
20-809-226	Environmental Ethics	ELECTIVE	Philosophy Elective	3
20-809-260	Introduction to Philosophy	PHI 221	Introduction to Philosophy	3
20-815-201	Art Appreciation	ELECTIVE	Art Elective	3
20-815-240	Basic Photography	ELECTIVE	Art Elective	3

### Social & Behavioral Sciences - 6 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-140-101	Global Cultural Experience	ELECTIVE	Elective	1
10-809-122	Intro to American Government	POL 221	American Government I	3
10-809-172	Introduction to Diversity Studies	SOC 210	Majority/Minority Relations	3
10-809-188	Developmental Psychology	PSY 330	Human Growth & Development	3
10-809-195	Economics	ECN 235	Principles of Macroeconomics	3
10-809-196	Intro to Sociology	SOC 100	Introduction to Sociology	3
10-809-198	Intro to Psychology	PSY 200	General Psychology	3
10-809-217	Race, Class, Gender	DVS 150	Diversity and Social Justice	3
20-809-204	Marriage and Family	ELECTIVE	Sociology Elective	3

20-809-237	Abnormal Psychology	PSY 372	Abnormal Psychology	3
20-809-254	Educational Psychology	PSY 230	Educational Psychology	3
10-809-283	Cultural Anthropology and Human Diversity	ANT 223	Cultural Anthropology	3
20-809-287	Principles of Macroeconomics	ECN 235	Principles of Macroeconomics	3
20-809-291	Principles of Microeconomics <i>Recommended course</i>	ECN 230	Principles of Microeconomics	3

The remaining nine required credits may be fulfilled with courses from either Humanities & Fine Arts or Social & Behavioral Sciences, based on student preference.

## Quantitative Reasoning and Natural Sciences - 9 credits required

### Quantitative Reasoning - 3 credits required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-804-118	Intermediate Algebra with Applications	MAT 140	Advanced Algebra	4
10-804-135	Quantitative Reasoning	MAT 120	Quantitative Reasoning	3
10-804-189	Introductory Statistics	MAT 220	Probability and Statistics	3
10-804-190	Calculus and Analytic Geometry 1	MAT 231	Calculus I	5
10-804-195	College Algebra with Applications	MAT 140	Advanced Algebra	3
10-804-196	Trigonometry with Applications	ELECTIVE	Math Elective	3
20-804-227	Elementary Math Education 1	ELECTIVE	Math Elective	4
20-804-237	Elementary Math Education 2	MAT 210	Mathematics for Elementary and Middle School Teachers	4

### Natural Sciences - 6 credits required

One lab course is required. \* Indicates course contains a lab component

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-806-112	Principles of Sustainability	BIO 245	Gateway to Sustainability	3
10-806-114	General Biology *	BIO 111	Life Sciences I	4
10-806-134	General Chemistry *	CHM 100	Everyday Chemistry	4
10-806-143	College Physics 1 *	PHY 100	The Physical World Around Us	3
10-806-154	General Physics 1 *	PHY 211	General Physics I	4
10-806-177	General Anatomy & Physiology *	BIO 211	Human Anatomy & Physiology I	4
10-806-179	Advanced Anatomy & Physiology *	BIO 212	Human Anatomy & Physiology II	4
10-806-186	Intro to Biochemistry *	ELECTIVE	Science Elective	4
10-806-189	Basic Anatomy	ELECTIVE	Elective	3
10-806-197	Microbiology *	BIO 330	Microbiology	4
10-806-198	Human Biology *	BIO 100	Introduction to Biology	4
20-806-206	Intro to Physical Geography	ELECTIVE	Science Elective	4
20-806-215	Environmental Science	ELECTIVE	Science Elective	3

## Global Studies & Languages - 1 course required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-140-101	Global Cultural Experience	ELECTIVE	Elective	1
10-807-205	The Well Traveler	ELECTIVE	Elective	1
20-802-211	Spanish 1	SPA 101	Elementary Spanish I with Lab	4
20-802-212	Spanish 2	SPA 102	Elementary Spanish II with Lab	4
20-809-223	Intro to World Religions	ELECTIVE	Religion Elective	3
10-809-283	Cultural Anthropology & Human Diversity	ANT 223	Cultural Anthropology	3

### Diversity/Ethnic Studies - 1 course required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-809-172	Introduction to Diversity Studies	SOC 210	Majority/Minority Relations	3
10-809-217	Race, Class, Gender	DVS 150	Diversity and Social Justice	3
10-809-283	Cultural Anthropology & Human Diversity	ANT 223	Cultural Anthropology	3

### Health & Wellness - 1 credit required

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-807-205	The Well Traveler	ELECTIVE	Elective	1
10-807-210	Environmental Wellness	ELECTIVE	Elective	1
20-807-202	Nutrition for Life	ELECTIVE	General Elective	1
20-807-203	Stress Management - Fitness for Life	ELECTIVE	General Elective	1
20-807-204	Physical Fitness for Life	ELECTIVE	General Elective	1

Students must select additional elective courses to fulfill 60 credit degree requirement.

### Recommended Electives for Marketing Pathway

Mid-State Catalog Number	Mid-State Course Name	University Catalog Number	University Course Name	Credits
10-101-140	Accounting 1	ACC 210	Financial Accounting Principles	3
10-102-104	Business Law	BUS 410	Business Law	3
10-104-102	Marketing Principles	MKT 350	Marketing Principles	3
10-104-108	Adobe Visual Design	GDN 101	Graphic Design 1	3

### Remaining Courses to Complete at Lakeland University

University Catalog Number	University Course Name	Credits
GEN 3XX	Core II: Exploring Human Condition	3
GEN 4XX	Core III: Shaping the Future	3
ACC 220	Managerial Accounting Principles	3

BUS 301	Business Information Systems	3
BUS 330	Management Principles	3
BUS 491	Business Policy and Strategy (WI)	3
COM 130	Introduction to Mass Media	3
MKT 375	Marketing Research	3
MKT 388	Integrated Marketing Communications	3
MKT 485	Marketing Management	3
Marketing emphasis	Choose from designated courses	12-27
Electives	Reach 120 credit minimum	3-18

**Total Remaining Credits to Complete for the B.A. Marketing**

**59**

### Additional Information

- Students cannot take Oral/Interpersonal to fulfill their required Speech credit. It may be used as an elective.
- If students satisfy the world language requirement by transferring in a full year of high school world language credits with a "C" or better, then they may need additional elective credits to satisfy the program credit requirement.
- Courses in the Diversity/Ethnic studies category may apply to the Humanities and/or the Social Science categories.
- Courses in the Global Studies & Languages category may apply to the Humanities and/or Social Science categories.
- For more information, visit the University Transfer-Associate of Arts program [webpage](#).