

Lake Land College
Marketing
Associate in Applied Science Degree
(to transfer to BBA/MGT at Robert Morris College)

FIRST YEAR

| First | Semester | Credit | Second | Semester | Credit |
|---------------|------------------------------|---------------|---------------|---------------------------------|---------------|
| BUS 142 | Intro to Business | 3 | BUS 251 | Principles of Management | 3 |
| MAT 100 level | Math Elective over 100 level | 3 | BUS 247 | Principles of Marketing | 3 |
| ENG 120 | Composition 1 | 3 | CIS 160 | Practical Software Applications | 3 |
| SFS 101 | Strategies for Success | 2 | ENG 121 | Composition II | 3 |
| SOS 050 | Human Relations | 2 | BUS 085 | Accounting Process | 1 |
| | Total Hours | 13 | | Total Hours | 13 |

SUMMER SEMESTER

| Summer | Semester | Credit |
|---------------|----------------------------|---------------|
| BUS 092 | Principles of Salesmanship | 3 |
| BUS 091 | Principles of Advertising | 3 |
| BUS 090 | Principles of Retailing | 3 |
| | Total Hours | 9 |

SECOND YEAR

| First | Semester | Credit | Second | Semester | Credit |
|--------------|-------------------------------|---------------|---------------|--|---------------|
| BUS 151 | Financial Accounting | 3 | PSY 271 | Introduction to Psychology | 3 |
| BUS 141 | Business Communications | 3 | ECO 232 | Principles of Economics II | 3 |
| ECO 231 | Principles of Economics I | 3 | BUS 287 | Introduction to International Business | 2 |
| BUS200 | Legal Environment of Business | 3 | BUS 057 | Marketing Internship | 4 |
| SPE 111 | Public Speaking | 3 | BUS 056 | Marketing Seminar | 1 |
| | | | BUS 078 | Management/Marketing Capstone | 1 |
| | Total Hours | 15 | | Total Hours | 14 |

Total hours transferred = 96 quarter hours

Classes to be taken at RMC

| Quarter 1 | Course Title | Credit | Quarter 2 | Course Title | Credit |
|------------------|---------------------------------|---------------|------------------|--------------------------------|---------------|
| MGT 310 | Contemporary Applied Management | 4 | ACC 111 | Principles of Accounting II | 4 |
| SCI | Science | 4 | MAT 210 | Finite Math | 4 |
| SSC | Social Science | 4 | MKT 305 | Marketing Analysis and Process | 4 |
| HUM | Humanities | 4 | SCI | Science | 4 |
| | Total Hours | 16 | | Total Hours | 16 |

| Quarter 3 | Course Title | Credit | Quarter 4 | Course Title | Credit |
|------------------|--------------------------------|---------------|------------------|-----------------------------|---------------|
| ACC 112 | Principles of Accounting III | 4 | ACC 300 | Managerial Accounting I | 4 |
| CIS 310 | Management Information Systems | 4 | BUS 356 | Advanced Internship | 4 |
| MGT 315 | Business Ethics | 4 | MAT 320 | Statistics for Business | 4 |
| MGT 350 | Human Resource Management | 4 | MGT 340 | Organizational Behavior | 4 |
| | | | COM 330 | Professional Development II | 2 |
| | Total Hours | 16 | | Total Hours | 18 |

| Quarter 5 | Course Title | Credit | Quarter 6 | Course Title | Credit |
|------------------|-----------------------------|---------------|------------------|-------------------------------------|---------------|
| ENG 310 | Writing for the Professions | 4 | HUM 130 | Issues in Philosophy | 4 |
| FIN 300 | Principles of Finance | 4 | HUM 310 | Comparative Contemporary Literature | 4 |
| HUM 120 | Literary Studies | 4 | MGT 450 | Business Strategy and Policy | 4 |
| MGT 400 | Operations Management | 4 | MKT 440 | Marketing Problems | 4 |
| | Total Hours | 16 | | Total Hours | 16 |