

Bachelor of Arts Degree in Marketing

To earn a bachelor's degree at Hiram College, students must complete 120 semester hours of credits: a combination of required major coursework, general graduation coursework and electives. Students entering the degree completion program through the Lakeland Community College partnership will be able to transfer in a maximum of 75 semester hours of previous college coursework and then complete the remaining 45 hours of coursework through Hiram.

Required Major Coursework

Accounting 22500: Financial Accounting: CA	(4)
Communication 24900: Principles of Advertising	(3)
Economics 20100: Principles of Microeconomics: MM	(4)
Management 21800: Organizational Behavior: CA	(4)
Management 25500: Principles of Marketing: CA	(4)
Mathematics 10800: Statistics: MM	(4)
Entrepreneurship 32100: Integrative Entrepreneurship	(3)
Entrepreneurship 30100: Entrepreneurial Marketing	(4)
Management 31800: Consumer Behavior	(3)
Management 35500: Marketing Research	(3)
Management 28000: Service Marketing or	(3)
Management 3XXXX: Social Media Marketing	(3)
Management 48010: Marketing Capstone	(4)

Lakeland Equivalent

ACCT 1100
BUSM 2530
ECON 2600
BUSM 2200
BUSM 2500
MATH 1550 or 2130

Elective Coursework (Choose 2 from the following:)

Management 38000: Business Ethics: ES	(3)	BUSM 1330
Entrepreneurship 20510: Entrepreneurial Mindset: CA	(4)	
Communication 24500: Public Relations	(4)	
Management 36100: Multinational Marketing: EW	(4)	
Management: 32600: Persuasion and Attitude Change	(4)	
Management 30100: Marketing Management	(4)	

GENERAL GRADUATION REQUIREMENTS

Hiram Connect

Student Development 18000:	
Connecting To and Through Hiram College	(1)
120 Clock Hours Connect Experience	

Writing Requirement

WRLA 10101: Writing in the Liberal Arts	(4)	ENGL 1110 / 1111
FDLA 20101: Foundations of the Liberal Arts	(4)	

Interdisciplinary Requirement

INTD	(3-4)
INTD-Team Taught	(3-4)

Core Curriculum

Creative Methods (CM)	(3-4)
Interpretive Methods (IM)	(3-4)
Modeling Methods (MM)	(3-4)
Experimental Scientific Methods (SM)	(3-4)
Social & Cultural Analysis Methods (CA)	(3-4)
Experiencing the World (EW)	(3-4)
Understanding Diversity at Home (UD)	(3-4)
Meanings, Ethics, and Responsibility (ES)	(3-4)

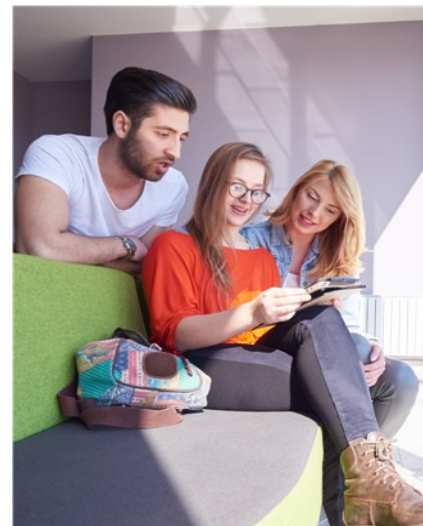
**Contact your program counselor for information regarding general education transfer equivalencies*

FOR MORE INFORMATION CONTACT:

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Lakeland
COMMUNITY COLLEGE
HOLDEN UNIVERSITY CENTER



Marketing
BACHELOR OF ARTS DEGREE IN

HIRAM
COLLEGE



Dual-Admission:

Students who qualify may choose the dual-admission option. To qualify for dual-admission, students must complete a minimum of 25 semester hours of credit at Lakeland and have earned a minimum GPA of 2.5. Dual admission students are permitted to enroll in one Hiram course per semester, which may be used toward a Hiram degree. In addition, just like all Hiram students, dual-admission students will enjoy all of the student services provided.

Dual-Enrollment:

Students may choose to take Hiram courses while they are completing associates degree coursework at Lakeland. Students interested in dual-enrollment must contact the Hiram College representative to determine eligibility.

Students do not have to complete all of the above required transfer coursework in order to be eligible for dual-enrollment at Hiram College.

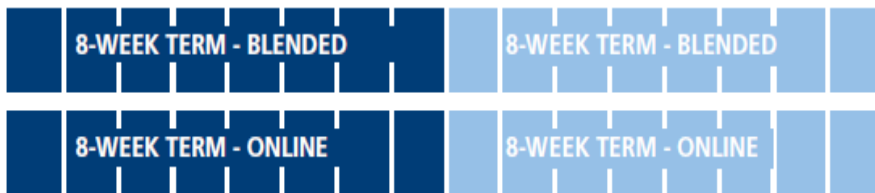
Program Details:

Hiram College's program is an evening and weekend program. Classes meet Thursday evenings (6-10p.m.) Friday evenings (6-10 p.m.), Saturday mornings (8 a.m.-noon) and Saturday afternoons (2-6 p.m.).

Because of Hiram's unique class schedule, students can complete this program in just four semesters by taking only two classes per 8-week term.

SEMESTERS SCHEDULE

At Hiram, the typical 16-week semester is composed of the following:



During each 8-week term, students take a blended course at Lakeland. Classes meet every other weekend, giving the busy adult learner two weeks between class meetings to complete online assignments and balance work, family and schoolwork.

In addition, students have the option to take an online class in each of the two 8-week terms. This allows a student to carry a full 12- to 16-credit hour course load while focusing on just two classes at any one time.

Delivery Modes:

Hiram College offers a variety of course delivery modes, including online or blended courses. Online courses are completed entirely online, while blended courses meet face-to-face every other weekend, with online assignments completed during off weeks.

Personalized Advising/ Counseling:

Hiram College offers exceptional student support. Students will work with the same advisor from enrollment to graduation. A Hiram representative will hold regular office hours at Lakeland's Holden University Center three days per week but will be available at any time via phone or email. Contact your advisor for access to all of Hiram College's services.

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