Lorain County Community College

2+2 Transfer Pathway

AAB in Marketing to BA in Marketing

The 2+2 Transfer Pathway is designed to award maximum credit for an Associate of Applied Business Administration - Marketing degree from Lorain County Community College, streamlining the completion of a Bachelor of Arts in Marketing degree from Hiram College. The pathway represents just one example of how to complete the associate degree and the bachelor's degree. The course sequence may change based on the individual needs of the student and the schedule type required. Students should work closely with advisors at both institutions.

Lorain County Community College Associate Degree Coursework	Credit Hours	Equivalent Hiram Course
Semester One		
ACTG 151: Accounting I – Financial	4	ACCT 22500: Financial Accounting
BADM 165: Legal Environment of Business	3	MGMT 32100: Business Law I
CISS 121: Microcomputer Applications	3	Elective
ECNM 151: Principles of Macroeconomics	3	ECON 20200: Principles of Macroeconomics
ENGL 161: College Composition I	3	WRIT 15100: Composition in the Lib Arts I
SDEV 101: Introduction to the LCCC Community	1	No credit
Semester Credit Hours Total:	**17**	
Semester Two		
ACTG 152: Accounting II – Managerial	4	ACCT 22600: Managerial Accounting
ECNM 152: Principles of Microeconomics	3	ECON 20100: Principles of Microeconomics
ENGL 162: College Composition II	3	WRIT 15200: Composition in the Lib Arts II
MTHM 168: Statistics[1]	3	MATH 10800: Statistics
MKRG 113: Principles of Selling	3	Elective
Semester Credit Hours Total:	**16**	
Semester Three		
CMMC 151: Oral Communication[2]	3	COMM 10100: Foundations of Public Communication
BADM 251: Principles of Management	3	MGMT 11800: Organizational Behavior
MKRG 251: Principles of Marketing	3	MKTG 15500: Principles of Marketing
PSYH 151: Introduction to Psychology ***or*** SOCY 151G: Introduction to Sociology	3	PSYC 10100: General Psychology SOCI 15500: Introduction to Sociology
OT36 Natural Science w/ Lab	3-5	Elective
Semester Credit Hours Total:	**15-17**	
Semester Four		
MKRG 221: Consumer Behavior	3	MKTG 31800: Consumer Behavior
MKRG 247: Services Marketing	3	Elective
MKRG 255: Advertising & Promotion Management	3	MKTG 24900: Principles of Advertising
Choose one: MKRG 245: Social Media Marketing MKRG 256: Retail Management *(typically offered spring semester)* MKRG 258: Advanced Sales Techniques *(typically offered spring semester)*	3	Marketing Elective
Semester Credit Hours Total:	**12**	

ASSOCIATE DEGREE TOTAL:	60-62

Notes:

[1]While MTHM 158: Quantitative Reasoning, MTHM 171: College Algebra, ***or*** MTHM 168: Statistics will fulfill Lorain County Community College's AAB requirement. Statistics is required for the Marketing major at Hiram.

[2]BADM 211: Business Communication ***or*** CMMC 151: Oral Communication will fulfill the Lorain County Community College AAB requirement.

Successful completion of Lorain County Community College's Associate of Applied Business in Business Administration – Marketing degree waives Hiram's CORE requirement.

Marketing Major

HIRAM COLLEGE

This sample degree map shows how students who transfer to Hiram College with an Associate of Applied Business in Business Administration – Marketing from LCCC can complete the bachelor's degree and Marketing major in four semesters.

THIRD YEAR			
SEMESTER FIVE		**SEMESTER SIX**	
Course Name & Number	**Credit Hours**	**Course Name & Number**	**Credit Hours**
STDV 10600: Connecting to & Through Hiram	1	MKTG 35500: Marketing Research	4
UCS 20201: Addressing Urgent Questions Seminar	4	Marketing Elective	3-4
Marketing Elective*	3-4	Elective or Minor Elective	3-4
Elective or Minor Elective	3-4	Elective or Minor Elective	3-4
Total Semester Credit Hours	**11-13**	**Total Semester Credit Hours**	**13-16**

FOURTH YEAR			
SEMESTER SEVEN		**SEMESTER EIGHT**	
Course Name & Number		**Course Name & Number**	
UCS 30301: Urgent Challenge Seminar – Team Taught	4	MKTG 40100: Research Development	1
Marketing Elective	3-4	MKTG 48000: Marketing Senior Seminar	4
Elective or Minor Elective	3-4	Marketing Elective	3-4
Elective or Minor Elective	3-4	Elective or Minor Elective	3-4
Total Semester Credit Hours	**13-16**	**Total Semester Credit Hours**	**11-13**

Notes:

- Students must earn a minimum of 120 credit hours for Hiram graduation requirements.
- A minimum of 45 credit hours along with 50% of major/minor coursework must be completed at Hiram.
- The credit hours from the awarding institution are applied to the student's degree, not the credit hours of the Hiram College equivalent course, if applicable.
- Students must complete all major and minor course requirements, and the Hiram Connect requirement.
- *Students must take 12 or more credit hours of Marketing electives. Students may take one elective that does not have the MKTG designation; this elective could be from ACCT, ECON, MGMT, or SPMT.
- Students are encouraged to discuss their minor selection and courses with their Hiram advisor.
- Students must have a C- or better in the core courses, except for MKTG 48000: Marketing Senior Seminar, and must also maintain an overall major GPA of 2.0 or better.

	Total Credit Hours
Bachelor's Degree Total	**120**

MAXIMIZE THE IMPORTANCE OF YOUR ASSOCIATE DEGREE

CORE Block Waiver: Students who have earned ANY accredited associate degree are eligible for a block waiver of Hiram's CORE—the Ways of Knowing Distribution Requirement (8 courses), and any student with 64 hours of transfer credit may be eligible for the same.

Hiram Connect: All students transferring to Hiram College take part in Hiram Connect, a program for guided reflection on their course of study and—as the name implies—a connection of their coursework to a guaranteed significant real-world experience outside the classroom—study away, independent research, and/or internships.

The Urgent Challenge Curriculum: The Urgent Challenge Curriculum for transfer students encompasses a two-course sequence that asks students to engage with broad questions that speak to the problems in our contemporary world. In these courses, students learn how to assess what skills and competencies they bring to a team, to address issues through a problem-based learning approach, and finally how to work collectively to address the urgent challenges of our time.

<u>Hiram College Admission</u>

- A 2.5 cumulative GPA in previous coursework is required
- No ACT/SAT Score Required
- Application is FREE