Lakeland 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 Lakeland 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.

Lakeland Community College Associate Degree Coursework	Credit Hours	Equivalent Hiram Course
Semester One		
ACCT 1100: Intro to Financial Accounting	4	ACCT 22500: Financial Accounting
BUSM 1300: Intro to Business	3	Elective
COMM 1000: Effective Public Speaking	3	COMM 10100: Foundations of Public Communication
ENGL 1110: English Composition I (A) ***or*** ENGL 1111: English Composition I (B)*	3	WRIT 15100: Composition in the Lib Arts I
FYEX 1000: First Year Experience	1	No credit
ITIS 1000: Basic Computer Skills ***or*** ITIS 1005: Computer Essentials	1	Elective
MATH 1040: Applied Business Mathematics	2	Elective
Semester Credit Hours Total:	**17**	
Semester Two		
BUSM 1330: Business Ethics	3	Elective
BUSM 2000: Principles of Management	3	MGMT 11800: Organizational Behavior
BUSM 2500: Principles of Marketing	3	MKTG 15500: Principles of Marketing
ECON 2600: Principles of Microeconomics	3	ECON 20100: Principles of Microeconomics
MATH 1050: Mathematics of Finance[1]	2	Elective
Semester Credit Hours Total:	**14**	
Semester Three		
BUSM 1400: Professional Personal Selling	3	No credit
BUSM 1700: Principles of E-Business	3	Elective
BUSM 2100: Business Law I	3	MGMT 32100: Business Law I
BUSM 2400: Business Communication	3	Elective
BUSM 2520: Marketing of Services	3	Elective
BUSM 2530: Advertising	3	MKTG 24900: Principles of Advertising
Semester Credit Hours Total:	**18**	
Semester Four		
ACCT 1200: Intro to Managerial Accounting[2]	3	ACCT 22600: Managerial Accounting
BUSM 2550: Direct and Internet Marketing	3	Elective
BUSM 2700: Management Philosophy and Practice	3	Elective
Select course(s) from the Arts and Humanities Electives list	3	Elective
Semester Credit Hours Total:	**12**	
ASSOCIATE DEGREE TOTAL:	**61**	

Lakeland Community College, Technical Electives		
BUSM 1620: Introduction to Entrepreneurship	3	Elective
BUSM 1640: Entrepreneurial Management	3	Elective
BUSM 1700: Principles of E-Business	3	Elective
BUSM 2151: Business Law II	3	Elective
BUSM 2330: Employment Practices	3	Elective
BUSM 2350: Labor-Management Relations	3	Elective
BUSM 2370: Compensation and Benefits	3	Elective
BUSM 2380: Training Skills and Techniques	3	Elective
BUSM 2520: Marketing of Services	3	Elective
BUSM 2530: Advertising	3	MKTG 24900: Principles of Advertising
BUSM 2550: Direct and Internet Marketing	3	Elective
REST 1100: Real Estate Principles and Practices	3	No credit
REST 1200: Real Estate Finance	2	No credit
REST 1300: Real Estate Law	3	No credit
REST 1400: Real Estate Appraisal	2	No credit
Lakeland Community College, Arts and Humanities Electives		
ARTS 1120: Art Appreciation	3	Elective
ARTS 2220: Survey of Art I	3	Elective
ARTS 2230: Survey of Art II	3	Elective
ENGL 2250: Survey of American Literature I	3	ENGL 35000: American Literature I
ENGL 2260: Survey of American Literature II	3	ENGL 35100: American Literature II
ENGL 2280: Survey of British Literature I	3	Elective
ENGL 2290: Survey of British Literature II	3	Elective
HUMX 1100: Introduction to Humanities	3	Elective
HUMX 1200: The American Experience in the Arts	3	Elective
MUSC 1200: Music Appreciation	3	Elective
MUSC 1215: World Music	3	Elective
MUSC 1800: Popular Music: Rock, Jazz, Country, and Hip-Hop	3	Elective
MUSC 2200: Music History and Literature I	3	Elective
MUSC 2250: Music History and Literature II	3	Elective
PHIL 1500: Introduction to Philosophy	3	PHIL 10100: Introduction to Philosophy
PHIL 2000: Comparative Religion	3	RELG 20600: Religions of the World
PHOT 1000: History of Photography	3	ARDE 24300: The History of Photography

Notes:

[1]Statistics is required for the Management major at Hiram. Students should take a sequence of math as advised by their counselor.

[2]While ACCT 1270: Financial Analysis Using Spreadsheets ***or*** ACCT 1200: Introduction to Managerial Accounting will fulfill the Lakeland Community College AAB requirement, Managerial Accounting is required for the Management major at Hiram.

*English Course selection is based on placement test results (ENGL 1111: English Composition I (B) is 4 credits, only 3 credits apply to the degree).

Marketing Major

This sample degree map shows how students who transfer to Hiram College with an Associate of Applied Business – Marketing from Lakeland 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	ECON 20200: Principles of Macroeconomics	4
ECON 20200: Principles of Macroeconomics	4	Marketing Elective	4
Marketing Elective (or MATH 11800: Statistics if not taken at Lakeland)*	4	Elective or Minor Elective	4
Total Semester Credit Hours	**13**	**Total Semester Credit Hours**	**16**

FOURTH YEAR			
SEMESTER SEVEN		**SEMESTER EIGHT**	
Course Name & Number		**Course Name & Number**	
UCS 30301: Urgent Challenge Seminar – Team Taught	4	MKTG 48000: Marketing Senior Seminar	4
MKTG 31800: Consumer Behavior	3	Marketing Elective	4
Marketing Elective	4	Elective or Minor Elective	3-4
Elective or Minor Elective	4	Elective or Minor Elective	3-4
MKTG 35400: Research Development	1		
Total Semester Credit Hours	**16**	**Total Semester Credit Hours**	**14-16**

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	**120-122**

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