

**Lakeshore Technical College Business Management Associate Degree
To UW-Green Bay Bachelor of Business Administration Degree, Marketing Major**

This page details how your LTC work will transfer to UW-Green Bay

LTC Courses			UW-Green Bay Courses		
First Semester					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-103-121	Excel- Level 1	1		Elective Credit	1
10-103-191	Word – Level 1	1		Elective Credit	1
10-196-189	Team Building & Problem Solving	3		Elective Credit	3
10-102-110	Introduction to Business	3	BUS ADM 202	Business and Its Environment Gen Ed: Social Science	3
10-801-195 Or 10-801-136	Written Communication Or English Composition 1	3	WF 100	First Year Writing	3
10-804-123	Math with Business Applications	3		Elective Credit	3
Total credits earned		14	Total credits accepted		14

Second Semester					
10-101-131	Business Accounting	4		Elective Credit	4
10-105-128	Personal Branding	2		Not Transferable	0
10-196-193	Human Resource Management	3	HRM 362	Intro to Human Resources Management	3
10-104-102	Marketing, Principles of	3	MKTG 322	Principles of Marketing	3
10-801-196 Or 10-801-196	Oral/Interpersonal Comm Or Speech	3	COMM 166 Or COMM 133	Fund of Interpersonal Comm Or Fund of Public Address	3
Total credits earned		15	Total credits accepted		13

Third Semester					
10-101-107	Managerial Accounting	4		Elective credit	4
10-182-102	Service Operations Management	3		Elective credit	3
10-182-108	Purchasing	3		Elective credit	3
10-809-195	Economics	3		Substitutes for ECON 202 Gen Ed: Sub for First Year Seminar	3
10-809-198	Introduction to Psychology	3	PSYCH 102	Introduction to Psychology	3
Total credits earned		16	Total credits accepted		16

Fourth Semester					
10-102-160	Business Law	3	BUS ADM 305	Legal Environment of Business	3
10-102-123	Business Management-Capstone	3		Elective credit	3
10-102-107 Or 10-138-101	Internship Or Intro to Global Business	3		Elective Credit Or Gen Ed: Global Culture	3
10-809-122	Intro to American Government	3	POL SCI 101	American Government and Politics Gen Ed: Social Science	3
10-196-188	Project Management	3		Elective credit	3
Total credits earned		15	Total credits accepted		15

Total credits earned at LTC	60	Total credits accepted at UW-Green Bay	58
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This page details the UW-Green Bay courses needed to complete the Marketing major and all other degree requirements.

This major is available on-campus or fully online.

ACCTG 201	Principles of Financial Accounting	3
ACCTG 202	Principles of Managerial Accounting	3
BUS ADM 130	Spreadsheets and Information Systems	3
BUS ADM 201	Principles of Sustainability in Business (Gen Ed: Sustainability)	3
ECON 203	Microeconomics	3
PHILOS 227	Business Ethics (Gen Ed: Humanities)	3
SCM 200	Principles of Supply Chain Management	3
BUS ADM 220	Business Statistics (Gen Ed: Quantitative Literacy)	3
WF 200	Professional Writing for Business Majors	3
ENTRP 371	e-Entrepreneurship and Digital Management	3
FIN 343	Corporation Finance	3
MGMT 389	Organizational Behavior	3
MGMT 482	Capstone in Business Strategy (Capstone Course)	3
SCM 380	Project Management	3
MKTG 345	Digital Marketing	3
MKTG 421	International Marketing (Gen Ed: Global Culture; Writing Emphasis)	3
MKTG 423	Advertising	3
MKTG 428	Consumer Behavior (Writing Emphasis)	3
	Gen Ed: Ethnic Studies	3
	Gen Ed: Natural Sciences	3
	Gen Ed: Biological Sciences	3
	Gen Ed: Humanities	3
	Gen Ed: Fine Arts	3
Choose 6 credits from:		6
MKTG 327	Selling and Sales Management	
MKTG 424	Research Methods	
MKTG 426	Marketing Strategy	
MKTG 447	Social Media Marketing and Analytics	
Total credits earned at UW-Green Bay		75