

**Lakeshore Technical College Digital Marketing 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

NWTC			UW-Green Bay		
First Semester					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-102-110	Introduction to Business	3	BUS ADM 202	Business and Its Environment Gen Ed: Social Science	3
10-103-161	PowerPoint – Level 1	1		Elective Credit	1
10-804-123	Math with Business Apps	3		Elective Credit	3
10-104-102	Marketing, Principles of	3	MKTG 322	Principles of Marketing	3
10-104-169	Internet Marketing Foundations	3		Elective Credit	3
10-801-195	Written Communication	3	WF 100	First Year Writing	3
Total credits earned		16	Total credits accepted		16

Second Semester					
10-104-177	Content and Copywriting	2		Elective credit	2
10-104-173	Web Analytics	2		Elective credit	2
10-104-125	Social Media Strategy	3		Elective credit	3
10-104-176	Digital Advertising	3		Elective credit	3
10-104-127	Visual Branded Content	3		Elective credit	3
10-809-195	Economics	3		Substitute for ECON 202 Gen Ed: First Year Seminar	3
Total credits earned		16	Total credits accepted		16

Third Semester					
10-103-121	Excel – Level 1	1		Elective credit	1
10-104-136	Retail Marketing & E-Commerce	3		Elective credit	3
10-104-178	Video for Promotion	2		Elective credit	3
10-801-196	Oral/Interpersonal Communication	3	COMM 166	Fund of Interpersonal Comm	3
10-105-128	Personal Branding	2		No credit	0
10-809-198	Intro to Psychology	3	PSYCH 102	Intro to Psychology Gen Ed: Social Science	3
Total credits earned		14	Total credits accepted		12

Fourth Semester					
10-104-134	PR and Media	3		Elective credit	3
10-104-104	Selling Strategies	3		Elective credit	3
10-104-126	Internships – Marketing	1		Elective credit	1
10-152-106	Integrated Web Concepts	4		Elective credit	3
10-104-175	Advanced Marketing Concepts	3		Elective credit	3
Total credits earned		14	Total credits accepted		14

Total credits earned at NWTC		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
BUS ADM 305	Legal Environment of Business	3
ENTRP 371	e-Entrepreneurship and Digital Management	3
FIN 343	Corporation Finance	3
HRM 362	Intro to Human Resource Management	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		81

