



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC Program: MARKETING

Franklin University Program: Marketing

Minimum GPA for admission: N/A

Initial effective date: 9/1/16

General Education Courses

NTC			Franklin University		
10-801-195	Written Communication <u>OR</u>	3	WRIT*120	College Writing	3
10-801-136	English Composition 1		COMM*920	***Advise students to take 801-195 instead	
10-809-198	Intro to Psychology <u>OR</u>	3	PSYC*110	Intro to Psychology	3
10-809-199	Psychology of Human Relations		-----	Social Science	
10-804-123	Math with Business Applications <u>OR</u>	3	-----	***Advise students take 804-189 instead	3
10-804-189	Introductory Statistics		MATH*215	Statistics Concepts	
10-809-166	Intro to Ethics: Theory and App	3	HUMN*211	Intro to Ethical Analysis & Reasoning	3
10-809-196	Intro to Sociology <u>OR</u>	3	SOCL*110	Intro to Sociology	3
10-809-172	Intro to Diversity Studies		-----	Social Science	
10-809-195	Economics	3	ECON*220	Intro to Macroeconomis	3
Total general education credits earned:		18			
Total transferable general education credits:		18		Total general education credits accepted:	18

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-103-242	Excel 2106 Level 1	1	COMP*106	Intro to Spreadsheets	1
10-104-103	Customer Service	2	-----	University Elective	2
10-104-150	Introduction to Marketing Program	1	-----	University Elective	1
10-104-154	Principles of Sales	3	-----	University Elective	3
10-104-172	Marketing Principles	3	MKTG*300	Marketing	3
10-204-121	Design & Typography	2	-----	University Elective	2
10-206-160	Video For Social Media	2	-----	University Elective	2
10-801-141	Introduction To Mass Communication	3	-----	University Elective	3
10-204-116	Publishing On The Internet	2	-----	University Elective	2
10-204-122	Computer Illustration	2	-----	University Elective	2
10-204-126	Photoshop/Image Manipulations	2	GRPH*117	University Elective	2
10-204-130	Advanced Page Layout	2	-----	University Elective	2
10-104-184	Marketing Presentations	1	-----	University Elective	1

10-104-126	Promotions	3	-----	University Elective	3
10-104-142	Internet Marketing Strategies	3	-----	University Elective	3
10-104-175	Market Research	3	-----	University Elective	3
10-101-111	Accounting Fundamentals <u>OR</u>	3	-----	***Advise taking Accounting 1	3
10-101-111	Accounting 1		ACCT*215	Financial Accounting	
10-104-208	Retailing and Merchandising Principles	3	-----	University Elective	3
10-103-241	Powerpoint 2016 Level 1	1	-----	University Elective	1
10-104-125	Social Media Campaigns 1	3	-----	University Elective	3
10-104-151	Portfolio and Career Development	2	-----	Non-transferrable	0
10-104-171	Marketing Management	3	-----	University Elective	3
10-104-207	Customer Relationship Management (CRM)	1	-----	University Elective	1
	Total occupational course credits earned:	51		Total occupational course credits accepted:	49
	Total credits required for graduation:	69			
	Total transferable credits:	67		Total credits accepted at Franklin University:	67

Additional Courses to be Taken at Northcentral Technical College					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-196-191	Supervision & Management Skills	3	MGMT*312	Management Principles	3
10-102-160	Business Law 1	3	BSAD*220	Business Law	3
10-101-113	Accounting 2	4	ACCT*225	Managerial Accounting	4
10-804-118	Intermediate Algebra with Apps	4	MATH*150	Fundamental Algebra	4
	Microsoft Access	1	COMP*108	Intro to Databases	1
10-801-197	Technical Reporting	3	WRIT*320	Business & Professional Communication	3
	Science Elective	2		Science	2
	Science with Lab Elective	4		Science with Lab	4
	Total additional credits:	24		Total additional credits accepted at Franklin:	24
				Total credits accepted at Franklin:	91

Courses needed at Franklin to complete degree:

Course No.	Course Title	Credits
PF*321	Learning Strategies	2
	Humanities Elective	4
	Major Area Elective	4
ECON*210	Microeconomics	4
FINA*301	Principles of Finance	4

MKTG*320	Advertising	4
MKTG*330	Marketing Behavior	4
MKTG*332	Marketing Research	4
MKTG*340	Digital Marketing	4
MKTG*495	Integrated Marketing	4
Total credits needed at Franklin to meet residency:		38

Students need 128 total credits to earn bachelor's degree	
Total general education credits transferred from associates degree	18
Total occupational credits transferred from associates degree	49
Total credits transferred from additional courses taken at NTC	24
Total credits taken at Franklin University	38
Total credits	129

Notes:

transcripts for official evaluation.

Disclaimer: Students planning to transfer should contact NTC's Transfer Specialist and transfer personnel at Franklin University for the most current information.

Updated on: 08/16/17