



Northcentral TECHNICAL COLLEGE

TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC Program: Marketing

Marian University Program: Marketing

Minimum GPA for admission: 2.0

Initial effective date: 09/11/18

General Education Courses

NTC			Marian University		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication <u>OR</u>	3	ENG 105	Expository Writing	3
10-801-136	English Composition 1				
10-804-123	*Math with Business Applications <u>OR</u>	3	MAT 130 MAT 122	Mathematical Applications for Business Introduction to Probability and Statistics	3
10-804-189	*Introductory Statistics (preferred course for transfer)				
10-809-198	Intro to Psychology <u>OR</u>	3	PSY 101 PSY 299	General Psychology Psychology Elective	3
10-809-199	Psychology of Human Relations				
10-809-196	Intro to Sociology <u>OR</u>	3	SOC 100 HIS 205	Introduction to Sociology History of Selected Minorities	3
10-809-172	Introduction to Diversity Studies				
10-809-195	Economics	3	ECO 201	Macroeconomics	3
Total general education credits earned:		15			
Total transferable general education credits:		15		Total general education credits accepted:	15

Occupational Courses

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-103-241	PowerPoint 2016 Level 1	1	TEC299	Information Technology Elective	1
10-103-242	Excel 2016 Level 1	1	TEC 299	Information Technology Elective	1
10-104-150	Introduction to Marketing Program	1	MKT 299	Marketing Elective	1
10-104-154	Principles of Sales	3	MKT 299	Marketing Elective	3
10-104-172	Marketing Principles	3	MKT 201	Principles of Marketing	3
10-104-144	Retail Operations Management	3	MKT 404	Marketing Special Topics	3
10-206-160	Video for Social Media	2	ART 207	Computer Illustration	2
10-801-141	Introduction To Mass Communication	3	COM 210	Mass and Digital Communication	3
10-104-103	Customer Service	2	MKT 299	Marketing Elective	2
10-104-125	Social Media Campaigns 1	3	COM 299	Communication Elective	3
10-104-208	Retailing and Merchandising Principles	2	BUA 299	Business Administration Elective	2
10-104-126	Promotions	3	BUA 299	Business Administration Elective	3
10-104-142	Internet Marketing Strategies	3	MKT 299	Marketing Elective	3
10-104-175	Market Research	3	BUA 210	Statistical Techniques for Research Data Analysis	3

10-104-184	Marketing Presentations	1	COM 420	Marketing Presentations	1
10-204-116	Publishing on the Internet	2	GEN 299	General Elective	2
10-104-185	Advanced Sales	3	MKT 322	Sales Management	3
10-204-126	Photoshop / Image Manipulation	2	ART 205	Digital Imaging	2
10-104-151	Portfolio and Career Development	1	GEN 299	General Elective	1
10-104-171	Marketing Management	3	MKT 400	Marketing Management	3
10-104-207	Customer Relationship Management (CRM)	1	BUA 299	Business Administration Elective	1
	Total occupational course credits earned:	46		Total occupational course credits accepted:	46
	Elective credits allowed:			Elective credits allowed:	0
	Total credits required for graduation:	61		Total transferable credit	46
	Total transferable credits:	61		Total credits accepted at Marian University:	61

*Understanding that students can take either 801-123 or 804-189, ONLY 804-189 will satisfy the Statistics requirement for Marian's Business programs.

Courses needed to complete degree at Marian University:

Course No.	Course Title	Credits
ENG 230	Professional Composition & Research Writing	3
PHI 132	The Examined Life	3
THE 101	Intro to Christian Theology	3
PHS or BIO XX	Physical or Biological Science	3
HIS 102	World Civilizations II	3
ACC 201	Financial Accounting	3
BUA 310	International Business	3
BUA 350	Business Law	3
BUA 402	Strategy and Policy	3
BUS 495	Synthesis Portfolio	1
COM 232	Public Speaking	3
FIN 301	Fundamentals of Managerial Finance	3
MGT 213	Principles of Management	3
PHI 231	Business Ethics	3
TEC 200	Fundamentals of Information Technology	3
MKT 302	Principles of Advertising	3
MKT 311	Consumer Behavior	3
	General Electives	10
Total credits needed at Marian University to complete degree:		59

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

Updated on: 11/06/18