



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

NTC Program: Digital Marketing

Purdue Global Program: BS in Business Administration

Minimum GPA for admission:

Initial effective date:

General Education Courses

| NTC | | | Purdue Global | | |
|------------------------------------------------|-------------------------------------------|-----------|--------------------------------------------------|----------------------------------------|-----------------|
| Course No. | Course Title | Credits | Course No. | Course Title/Field | Quarter Credits |
| 10-801-195 | Written Communication <u>OR</u> | 3 | CM107 | College Composition I | 5 |
| 10-801-136 | English Composition 1 | | CM107 | College Composition I | |
| 10-809-198 | Intro to Psychology <u>OR</u> | 3 | PS124 | Introduction to Psychology | 5 |
| 10-809-199 | Psychology of Human Relations | | PS4.5L | Psychology Elective - Lower Level | |
| 10-804-123 | Math with Business Applications <u>OR</u> | 3 | MM255 | Business Math and Statistical Measures | 5 |
| 10-804-189 | Introductory Statistics | | MM207 | Statistics | |
| 10-801-141 | Intro to Mass Communication | 3 | | Elective | 5 |
| 10-809-196 | Intro to Sociology | 3 | | Elective | 5 |
| 10-809-195 | Economics | 3 | | Elective | 5 |
| 10-890-165 | College 101 | 1 | | Elective | 2 |
| Total general education credits earned: | | 19 | | | |
| Total transferable general education credits: | | | Total general education credits accepted: | | 32 |

Occupational Courses

| Course No. | Course Title | Credits | Course No. | Course Title | Quarter Credits |
|------------|--------------------------------------------|---------|------------|------------------------------------------------------------|-----------------|
| 10-104-172 | Marketing Principles | 3 | MT219 | Marketing | 5 |
| 10-104-129 | Marketing Services and Customer Experience | 2 | | | |
| 10-104-125 | Social Media Campaigns 1 | 3 | | | |
| 10-104-150 | Introduction to Marketing Program | 1 | | | |
| 10-104-210 | Digital Marketing Strategies | 3 | | | |
| 10-104-202 | Social Media Campaigns 2 | 3 | | | |
| 10-104-209 | Content Marketing | 3 | | | |
| 10-104-128 | Integrated Marketing Communications | 3 | | | |
| 10-104-175 | Market Research | 3 | | | |
| 10-104-184 | Marketing Presentations | 1 | | | |
| 10-104-171 | Marketing Management | 3 | | | |
| | | | | Will transfer as an open elective up to 35 quarter credits | 35 |

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|------------|--------------------------------------------------|-----------|--|---------------------------------------------------------|
| 10-104-204 | Social Media Analytics and SEO | 3 | | |
| 10-104-206 | Email Marketing Campaigns | 3 | | |
| 10-104-151 | Personal Branding & Portfolio | 1 | | |
| 10-104-203 | Mobile Marketing | 3 | | |
| 10-104-207 | Customer Relationship Management (CRM) | 1 | | |
| 10-204-116 | Graphics For Web Design | 2 | | |
| 10-206-160 | Video For Social Media | 2 | | |
| 10-204-121 | Introduction to Graphics Software and Design | 2 | | |
| | Total occupational course credits earned: | 42 | | Credits Accepted |
| | Total credits required for graduation: | 61 | | 40 |
| | | | | |
| | Total transferable credits: | 48 | | Total quarter credits accepted at Purdue Global: |
| | | | | 72 |

Courses needed to complete degree at Purdue Global:

| Course No. | Course Title | Quarter Credits |
|------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------|
| CM220 | College Composition II | 5 |
| 100/200 Level or MM255 | Mathematics Elective or Business Math and Statistical Measures (depends on associate's registration choice) | 5 |
| CS212 | Communicating Professionalism | 5 |
| BU224 | Microeconomics | 5 |
| 100/200 Level | Arts and Humanities Elective | 5 |
| 100/200 Level | Science Elective | 5 |
| AC114 | Accounting I | 5 |
| AC116 | Accounting II | 5 |
| BU204 or MT220 | Macroeconomics Global Business | 5 |
| MT140 | Introduction to Management | 5 |
| MT203 or MT209 | Human Resource Management Small Business Management | 5 |
| MT217 | Finance | 5 |
| LS311 or LS312 | Business Law Ethics and the Level Environment | 6 |
| MM305 | Business Statistics and Quantitative Analysis | 6 |
| MT302 | Organizational Behavior | 6 |

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|--------------------------------------------------------------------------|------------------------------------------------------------------------------|------------|
| MT400 or MT435 | Business Process Management Operations Management | 6 |
| MT445 or MT480 | Managerial Economics Corporate Finance | 6 |
| 300/400 Level | Marketing Elective | 6 |
| MT460 | Management Policy and Strategy | 6 |
| MT490 or MT499 | Experiential Learning—Career Engagement Bachelor's Capstone in Management | 6 |
| Total quarter credits needed at Purdue Global to complete degree: | | 108 |

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

Purdue Global operates on the quarter system (1 quarter credit=1.5 semester credits). Bachelor's degrees are 180 quarter credits, which equates to 120 semester cred

This worksheet does not constitute an official evaluation of a student's prior learning. All students who possess transfer credit and prior learning are encouraged to submit evidence of such and apply for credit evaluations. All credit is reviewed on a case-by-case basis, and is awarded ultimately at the discretion of the University. To be considered, official transcripts must be sent to the University Office of the Registrar for evaluation.

Update on: 8/28/23

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