



**Northcentral**  
**TECHNICAL COLLEGE**

**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**NTC Program: MARKETING**

**Franklin University Program: Marketing**

**Minimum GPA for admission: N/A**

**Initial effective date: Fall 2023-Summer 2024**

**General Education Courses**

NTC			Franklin University		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	<b>Written Communication <u>OR</u></b>		<b>ENG 120</b>	<b>College Writing <u>OR</u></b>	
10-801-136	English Composition 1	3	COMM 920	Composition Special	3
10-809-198	Intro to Psychology <u>OR</u>		PSYC 110	General Psychology <u>OR</u>	
10-809-199	Psychology of Human Relations	3	PSYC 901	Special	3
10-804-123	Math with Business Applications <u>OR</u>		TRNS 951	General Elective <u>OR</u>	
10-804-189	<b>Introductory Statistics</b>	3	<b>Math 215</b>	<b>Statistical Concepts</b>	3
10-809-196	Intro to Sociology <u>OR</u>		SOCL 110	Introduction to Sociology <u>OR</u>	
10-809-172	Intro to Diversity Studies	3	SOCL 901	Special	3
10-809-195	Economics	3	ECON 220	Introduction to Macroeconomics	3
10-890-165	College 101	1	TRNS 950	Free Elective	1
	<b>Total general education credits earned:</b>	<b>16</b>			
	Total transferable general education credits:	16		<b>Total general education credits accepted:</b>	<b>16</b>

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-103-242	Excel Level 1	1	PF 106	Introduction to Spreadsheets	1
10-104-129	Marketing Services and Customer Experience	2	MKTG 902	Professional Core Special	2
10-104-128	Integrated Marketing Communications	3	MKTG 902	Professional Core Special	3
10-104-144	Retail Operations Management	3	MKTG 902	Professional Core Special	3
10-206-160	Video For Social Media	2	MKTG 902	Professional Core Special	2
10-801-141	Introduction To Mass Communication	3	COMM 202	Introduction to Mass Media	3
10-104-150	Introduction to Marketing Program	1	MKTG 902	Professional Core Special	1
10-104-154	Principles of Sales	3	MKTG 902	Professional Core Special	3
10-104-172	Marketing Principles	3	MKTG 300	Principles of Marketing	3
10-104-184	Marketing Presentations	1	MKTG 902	Professional Core Special	1
10-104-185	Advanced Sales	3	MKTG 902	Professional Core Special	3
10-104-210	Digital Marketing Strategies	3	MKTG 340	Digital Marketing	3
10-104-175	Market Research	3	MKTG 332	Marketing Research	3

10-104-208	Retailing and Merchandising Principles	2	MKTG 902	Professional Core Special	2
10-103-241	PowerPoint Level 1	1	TRNS 950	Free Elective	1
10-104-125	Social Media Campaigns 1	3	MKTG 345	Social Media Marketing	3
10-104-151	Personal Branding & Portfolio	1	MKTG 902	Professional Core Special	1
10-104-171	Marketing Management	3	MKTG 902	Professional Core Special	3
10-204-116	Graphics for Web Design	2	WEBD 101	Introduction to Web Page Construction	2
10-204-121	Introduction to Graphics Software and Design	2	GRPH 902	Professional Core Special	2
10-104-207	Customer Relationship Management (CRM)	1	MKTG 903	Major Special	1
	<b>Total occupational course credits earned:</b>	<b>46</b>		<b>Total occupational course credits accepted:</b>	<b>46</b>
	<b>Total credits required for graduation:</b>	<b>62</b>			
	<b>Total transferable credits:</b>	<b>62</b>		<b>Total credits accepted at Franklin University:</b>	<b>62</b>

Classes appearing in bold type are preferred to maximize transfer credit to Franklin University.

***Courses needed to complete degree at Franklin University***

Course No.	Course Title	Credits
10-XXX-XXX	Natural/Physical Science with lab component*	4
10-XXX-XXX	Natural/Physical Science without lab component	3
10-XXX-XXX	Arts & Humanities Elective**	3
10-XXX-XXX	Arts & Humanities Elective**	3
10-804-118	Intermediate Algebra with Applications	4
10-801-197	Technical Reporting	3
10-102-160	Business Law 1	3
10-196-191	Management Principles	3
10-104-126	Promotions	3
10-801-196	Oral/Interpersonal Communication	3
<b>Total credits needed at Northcentral TC to complete degree:</b>		<b>32</b>
MKTG 330	Marketing Behavior	4
MKTG 495	Integrated Marketing	4
PF 321	Learning Strategies	2
ACCT 202	Financial/Managerial Acct for Non-Majors	4
ECON 210	Introduction to Microeconomics	4
FINA 301	Principles of Finance	4
MKTG XXX	Marketing Elective	4
MKTG XXX	Marketing Elective	4
MKTG XXX	Marketing Elective	4
<b>Total credits needed at Franklin University to complete degree:</b>		<b>34</b>
<b>Total credits needed at Northcentral Tech/Franklin to complete degree:</b>		<b>128</b>

**\*Nutrition is not considered a Science at Franklin University**

**\*\*Please see your Franklin University Admissions Counselor for options**

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

**Updated on: 6/24/24**