



Greenville University - Lake Land College
Associate of Arts Degree--Business
Transfer Program Guide -Marketing

Completion of an Associate in Arts or Science degree at Lake Land College fulfills Greenville University's lower division general education requirements. Upon acceptance, students will need to fulfill program and university requirements at Greenville.

This "Transfer Program Guide" is an *example* of a proposed curriculum for students to use while completing their associate degree. Reading, writing and math placement could alter the course sequencing and transfer date. Therefore, students should begin sequencing their reading/writing (if applicable), math and science courses during the first semester, paying close attention to prerequisites. Students have the option of taking summer classes to lessen fall and spring course loads.

It is highly recommended that students meet with a LLC advisor each semester.

First Semester

LLC Course	Credits
ENG 120 Composition I	3
IAI Life Science‡	3
BUS 142 Intro to Business	3
MAT 130 College Algebra	3
PHI 290 Intro to Logic (Humanities)	3
Semester Total	15

Third Semester

LLC Course	Credits
BUS 151 Financial Accounting †	3
BUS 200 Legal Environ/Business †	3
IAI Fine Arts △	3
ECO 231 Prin of Econ I (Macro) †	3
BUS 120 Business Career Development	3
Elective *† (See Below)	3
Semester Total	18

Total AA Degree Credits ** (Assumes all electives are taken)	67
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† Course applied to GU major.

‡ Physical or Life Science could be 3 or 4 credits as long as one is a lab science.

PR = Prerequisite

△ A course in Literature, Art or Music Appreciation to meet a major requirement

** Up to 2 additional credits may be transferred with 30 cr maximum for vocational/tech and Prior Learning Assessment. See GU advisor and catalog.

Second Semester

LLC Course	Credits
ENG 121 Composition II	3
CIS 160 Practical Software Application	3
MAT 210 Finite Mathematics	3
SPE 111 Intro to Speech Communication	3
IAI Physical Science‡	4
Semester Total	16

Fourth Semester

LLC Course	Credit
ECO 232 Prin of Econ II (Micro)	3
IAI Humanities/Fine Arts △	3
IAI Social Science	3
BUS 152 Managerial Accounting	3
BUS 281 Business Statistics †	3
Elective *† (See Below)	3
Semester Total	18

*†These courses may be taken to transfer for GU major (at least one course must be taken to obtain 64 credits for the AA degree). If courses are not taken at Lake Land, will need need to be taken at GU:

BUS 251 Principles of Management †	3
BUS 247 Marketing †	3

Lake Land College and Greenville University Articulation Agreement
2+2 Traditional
Bachelor of Science - Marketing



**Lake Land Transfer Credit
(Breakdown based on an AA degree - Business)**

LLC AA Course Requirements (Credits in this section are reduced according to specific AA classes meeting major requirements delineated below.) #		Credit
	Communications	9
	Math	3
	Physical & Life Science	7
	Humanities and Fine Arts (Lit, Art Apprec/Music Apprec applied to major)	6
	Social Science (ECO 231 & 232 applied to major)	3
	Associated major or other electives not listed below**	18
	Credits in AA degree not used in major (Assuming 64 credits in AA Degree)	46

#See LLC catalog for specific requirements for AA and AS degrees

**Greenville University Requirements for Transfer Students with an
Associate of Arts or Associate of Science Degree**

GU Upper Division General Education Requirements		Credit
Christian Foundations (6 cr) (Nontransferable)		
THEO 310	Liberal Arts and Christian Thought (may use THEO 110 or LEAD 306)	3
UNIV 301	Science & Christianity	3
Upper Division Writing Intensive		
	BUSN 409	*x
Global Foundations		
	BUSN 351 recommended	3
Capstone (Nontransferable)		
UNIV 401	School Capstone Seminar	3
	Total	12

*x met by dual purpose course

The left column represents courses taken at LLC to be transferred to GU and how they are applied to the GU Major requirements listed on the right.

LLC Transfer Courses applied to GU Major Courses			
BUS	151	Financial Accounting	3
BUS	251	Principles of Management	3
BUS	200	Legal Environ/Business	3
ECO	231	Principles of Economics I (or ECO 232)	3
BUS	247	Principles of Marketing	3
		Literature (Humanities), Art or Music Appreciation (Fine Arts)	3
BUS	281	Business Statistics	3
LLC Transfer Credits for Major			21

Marketing Major Requirements		
ACCT 101	Principles of Accounting I	
BUSN 101	Business Management	
BUSN 222	Business Law	
BUSN 335	Operations Management	3
BUSN 360	Professional Leaders/Ethics/Develop	3
BUSN 409	Business Case Studies	3
DMDA 120	Introduction to Digital Media	3
ECON 102	Principles of Economics I	
ENTR 130	Introduction to Entrepreneurship	3
ENTR 410	Entrepreneurship Capstone	3
MRKT 201	Marketing	
MRKT 332	Consumer Behavior	3
MRKT 333	Sales and Sales Management	3
MRKT 334	Advertising	3
MRKT 335	Marketing Case Studies	3
MRKT 405	Marketing Practicum	3
	Elective from the Center of Visual Culture and Media Studies	
	Upper division credits from Briner Sch of Business	6
Choose 1		
BIOL 302	Biostatistics	
LEAD 307	Introduction to Data Analysis	
PSYC/SCWK 202	Statistics	
	Total Major Credits (60)	39

120 Credits needed for GU Degree		
	Lake Land College Credits	GU Cred
Gen Ed Cred	28	12
Major Credits	21	39
Elective Credits**	18	2
Subtotals	67	53
Total Credits for GU Graduation ***	120	

***Up to 69 credits may be transferred to GU including up to 30 vocational/tech and Prior Learning Assessment. See GU catalog for specifics.

GU cannot guarantee that all classes will be offered in a prescribed sequence. Applicable GU degree requirements are based upon current catalog at time of matriculation to GU.

Elective Greenville Credit	
Elective Credit needed**	2

** Additional transfer credits would reduce the number of GU Elective credits

Greenville Residency Requirement	
Must earn 30 credits in residence at GU	Y
Must earn 30 upper division credits	Y
Must earn half of major requirements in residence at GU	Y