

Transfer Guide for Marketing

Lake Superior College

The table below lists the requirements for The College of St. Scholastica's Marketing major and the equivalent or substitution courses that can be transferred from Lake Superior College.

The College of St. Scholastica Marketing major requirements are noted in the first column.	Lake Superior College equivalent or substitution courses are noted in the second column.
ACC 2210 Principles of Financial Accounting	ACCT 1410 Financial Accounting Principles I and ACCT 1510 Financial Accounting Principles II
ACC 2220 Principles of Managerial Accounting	ACCT 2430 Managerial Accounting
ECN 2230 Principles of Microeconomics	ECON 1160 Microeconomics
MGT 2120 Principles of Management	BUS 2402 Principles of Management
MKT 2320 Principles of Marketing	BUS 2400 Principles of Marketing
The following Marketing major requirements do not have an equivalency at Lake Superior College. CIS 3205 Information Systems MGT 3130 Quantitative Business Analysis MGT 3240 Human Resource Management MGT 3354 Management Ethics MKT 3320 Marketing on the Internet MKT 3340 Market Promotion MKT 3350 Designing Successful Products MKT 3370 Services Marketing MKT 3380 Logistics & Distribution Channels MKT 4360 Marketing Strategy Upper Division Marketing Electives (8 cr.)	Courses that do not have an equivalency available at the community college will be completed at The College of St. Scholastica.

General Education Requirements

In addition to completing the courses required for the major, students must also complete The College of St. Scholastica's General Education requirements referred to as Veritas. The Veritas requirements for transfer students are noted below.

Foundations courses: First Year Composition, Interpersonal Communication, Math

Conceptions and Integrations courses: Natural Science, History, Literature, Fine Arts, Religious Studies, Social Sciences (met with ECN course in the major), Philosophy (met with MGT 3354 in the major), and the Open Pathway (met with second ECN course in the major)

Students may transfer in much of the coursework for Veritas, however, they must complete two Integrations courses at The College of St. Scholastica (CSS). Integrations courses are upper division courses that are intended to be writing intensive. MGT 3354 in the major will fulfill one of the Integrations course requirements. One additional Integrations course must be completed at CSS and the remaining requirement can be met with approved transfer courses. General Education transfer information is available in the course notes area on the Transferology website at www.transferology.com.

The College of St. Scholastica also accepts the Minnesota Transfer Curriculum (MnTC) to fulfill the Veritas General Education requirements except for a religious studies course and one Integrations course. The religious studies requirement may be fulfilled by an approved transfer course. MGT 3354 will fulfill the Integrations requirement.

This guide applies to the 2018-2019 academic year and is subject to the transfer policy noted in the college catalog in effect at the time of admission to the College. Please note that students admitted as first-year students must also complete the Dignitas requirement and Language requirement unless otherwise exempt.

About The College of St. Scholastica's Marketing Program

Many people think of marketing as advertising. In reality, this is only a small part of the profession. Graduates with marketing degrees may work in an advertising agency or within a corporate marketing department, and may work on product development, marketing plans, market research, analyzing and segmenting sales data, public relations and many other marketing-related tasks.

At The College of St. Scholastica we'll teach you to excel in the fields of advertising, public relations and sales; or in career within corporate marketing departments. The program also provides a solid foundation for graduate studies.

The College of St. Scholastica's Marketing Program Benefits

- Designed for busy students who are balancing work, school, and personal commitments
- Offered in an accelerated term format
- Students work with an advisor to design a unique degree completion plan that fits their needs
- Preparation for continued study in a graduate degree program

Transferring to The College of St. Scholastica

The College of St. Scholastica accepts transfer credits to satisfy major requirements as noted in this guide. Grades earned must be a C or better for transfer. To transfer credits an official transcript must be sent directly to St. Scholastica.

Requirements for Admission to the Marketing Program

- High school diploma or GED
- Cumulative GPA of at least 2.0 for entrance into the college

Note: Meeting minimum entrance requirements does not guarantee admission. The College may still consider applicants with a lower GPA through a special status committee; contact an admissions counselor to learn more.

St. Scholastica Graduation Requirements

- Minimum 128 semester credits earned
- Minimum 42 upper division credits (at or above the 3000 level)
- Last 32 credits taken at The College of St. Scholastica, 16 credits in the major
- Complete the requirements for general education and your major Achieve minimum GPA of 2.0 in the major and an overall "C" average
- Maximum number of Physical Education credits that can count toward graduation is 8.

Additional information can be found online at go.css.edu/marketing.