

Associate of Arts to Bachelor of Arts in Business Management, Digital Marketing Certificate [online] Transfer Pathway

Course selection/order may vary. All pathways are subject to change. Always review with your LCCC/Partner advisor.
LCCC courses are indicated in **bold**; partner courses are not bolded.

Year 1 Curriculum

Semester One

LCCC Course Name	Credit Hrs
ENGL 161: College Composition I	3
PSYCH 151: Introduction to Psychology or SOCY 151: Intro to Sociology (Ursuline Req.)	3
MTHM 168: Statistics	3
Elective Choice	3
SDEV 101: Introduction to the LCCC Community	1
Semester Total	13

Semester Two

LCCC Course Name	Credit Hrs
ENGL 162: College Composition II	3
OT36 Natural Science Choice with Lab	4
MUSC 262G: Music as a World Phenomenon	3
BADM 251: Principles of Management	3
ENGL 251: American Literature I or ENGL 252: American Literature II	3
Semester Total	16

Cumulative Total Credit Hours After Year One: 29

Year 2 Curriculum

Semester One

LCCC Course Name	Credit Hrs
ACTG 151: Accounting I-Financial	4
OT36 History or Political Science Choice	3
ECNM 151: Macroeconomics	3
Choice of OT36 Natural Science Course	3
RELG 181G: Introduction to World Religion	3
Semester Total	16

Semester Two

LCCC Course Name	Credit Hrs
ACTG 152: Accounting II-Managerial	4
ECNM 152: Microeconomics	3
MKRG 251: Principles of Marketing	3
Elective Choice	3
Elective Choice	3
Semester Total	16

Cumulative Total Credits Hours After Year Two: 61

Student will have earned the Lorain County Community College (LCCC) Associate of Arts degree (#8720) at the conclusion of the above curriculum plan.

Year 3 Curriculum

Semester One

Ursuline Course Name	Credit Hrs
UC 201: Identity, Diversity & Community	3
BU 310: Business Finance	3
Elective Choice	3
PH 355: Business Ethics	3
Elective Choice	3
Semester Total	15

Semester Two

Ursuline Course Name	Credit Hrs
BU 440: Leadership Competencies	3
Religious Studies Elective (300 level or higher)	3
BU 450: Global Business Policy	3
Elective Choice	3
DM 210: Social Media Marketing	3
Semester Total	15

Cumulative Total Credits After Year Three: 91

Year 4 Curriculum

Semester One

Ursuline Course Name	Credit Hrs
BU 488: Business Data Analytics	3
Elective Choice	3
DM 211: Email Marketing	3
Elective Choice	2-3
DM 301: SEO/SEM	3
Semester Total	14-15

Semester Two

Ursuline Course Name	Credit Hrs
DM 401: Digital Marketing Analytics	3
DM 410: Viral & Organic Growth	3
BU 320: Consumer Behavior	3
BU 340: Business Law	3
UC 401: Capstone Seminar	3
Semester Total	15

Cumulative Total Credits After Year Four: 120-121

Student will have earned the Ursuline College Bachelor of Arts in Business Management, Digital Marketing Certificate at the conclusion of the above curriculum plan.

Special Notes:

- Half of Ursuline major core classes must be completed at Ursuline.
- Students must earn a minimum of 60 credit hours at LCCC and a minimum of 120 credit hours at Ursuline.

Disclaimer:

The fluidity of these pathways is acknowledged. Changes at either institution are possible as requirements, courses, course numbers, etc. may change. All efforts have been made to confirm the accuracy of the pathway by each institution. Always be aware of the date of review on the document and always seek the assistance of an Academic Advisor or Counselor.