

MARKETING TRANSFER GUIDE



COMMUNITY COLLEGE OF ALLEGHENY COUNTY – A.S. IN BUSINESS MANAGEMENT LA ROCHE UNIVERSITY – B.S. IN MARKETING

ASSOCIATE DEGREE ADVANTAGE (10 CREDITS)

Students with an associate degree awarded on their community college transcript have satisfied all but 10 credits of LRU's Academic Core Requirements. The 10 credits required for the LRU Academic Core may be completed at CCAC. Courses listed below for the abbreviated 10-credit core satisfy program requirements at LRU and CCAC. Students without an associate degree must complete LRU's academic core.

COMMUNITY COLLEGE OF ALLEGHENY COUNTY COURSES:	LA ROCHE UNIVERSITY COURSES:
1. A course in English Composition ENG101 English Composition 13	ENGL1011 Academic Reading & Writing 3
2. A course in English Composition or Communication ENG102 English Composition 23	ENGL1012 Academic Writing & Research..... 3
3. A course in Mathematics Choose MAT, Mathematics Elective – take MAT165.....4	MATH1040 Probability & Statistics 4

CCAC BUSINESS MANAGEMENT, A.S. PROGRAM REQUIREMENTS ALSO NEEDED AT LRU (35 CREDITS)

COMMUNITY COLLEGE OF ALLEGHENY COUNTY COURSES:	LA ROCHE UNIVERSITY COURSES:
ACC104 Financial Accounting4	ACCT2003 Accounting I..... 4
ACC203 Managerial Accounting.....4	ACCT2013 Managerial Accounting..... 4
Choose CIT, Computer Info Tech Elective – take CIT1003	ISTC1010 Digital Literacy 3
ECO102 Principles of Macroeconomics3	ADMG1005 Macroeconomics..... 3
Choose SOSC – take ECO103 Prin of Microeconomics3	ADMG1006 Microeconomics..... 3
BUS103 Principles of Management.....3	ADMG1018 Funds of Management 3
BUS104 Principles of Marketing.....3	MRKT2021 Marketing Management 3
BUS251 Business Law 1.....3	ADMG2009 Business Law I..... 3
Business Marketing Focus Elective BUS117 or 211.....3	MRKT2007 Advertising & Public Relat. (MRKT Major Elect) 3
Business Marketing Focus Elective: BUS1433	MRKT3050 Internet Marketing..... 3
Business Marketing Focus Elective: BUS212.....3	MRKT3016 Personal Selling 3

ASSOCIATE DEGREE AT CCAC CREDITS

Complete additional credits needed to earn an associate degree from CCAC**18-20

LRU REQUIREMENTS AND ELECTIVES THAT MAY BE TAKEN AT CCAC OR LRU (10-12 CREDITS)

COMMUNITY COLLEGE OF ALLEGHENY COUNTY COURSES:	LA ROCHE UNIVERSITY COURSES:
MAT120 Analytical Methods.....4	MATH1070 Finite Math for Business..... 4
BUS108 Prin of Finance – or – BUS201 HR Mgmt.....3	FINC3032 Financial Mgmt – or – ADMG2025 HR Mgmt..... 3
General Electives3-5	General Electives3-5
CREDITS AT CCAC.....75	CREDITS THAT TRANSFER TO LRU75

COMPLETION OF THE B.S. IN MARKETING AT LRU 45

**A minimum of 45 credits in the Marketing major (including Business Core) must be completed at LRU

LA ROCHE UNIVERSITY COURSES: MARKETING MAJOR REQUIREMENTS	
MRKT3012 Buyer Behavior3	ACCT2004 Accounting II..... 3
MRKT3033 Marketing Research.....3	ADMG2018 Organizational Behavior:..... 3
MRKT3049 International Marketing & Exporting.....3	FINC3036 Financial institutions..... 3
MRKT4014 Marketing Strategy3	INMT3039 International Business Management 3
MRKT4031 Contemporary Marketing Topics.....3	ADMG4020 Operations Management:..... 3
MRKT Major Elective (choose 2).....6	ADMG3024 Professional Presentations:..... 3
**FINC3032 Financial Mgmt – or – ADMG2025 HR Mgmt 3	ADMG4055 Seminar in Business Policy..... 3

**whichever not taken at CCAC

TOTAL CREDITS FOR BACHELOR OF SCIENCE IN MARKETING120



CONTACT US! Our Transfer Admissions office can advise you while you are still enrolled at your community college. If you intend to use this articulation agreement, please notify us at transferadmissions@laroche.edu.



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ADDITIONAL INFORMATION

1. Each institution will determine the satisfaction of their individual program and degree requirements. Both institutions agree to accept transferrable courses from each other and from other regionally accredited institutions.
2. Students with an associate degree conferred on their community college transcript will be awarded a waiver of LRU's full Academic Core and will be required to complete only a 9-10 credit abbreviated Academic Core to include: ENGL1011, ENGL1012 and Quantitative Methods. These courses may be transferred from the community college; however, a waiver or placement exemption at the community college will not fulfill the requirement at LRU.

To receive the abbreviated academic core, students must have an official community college transcript, with the associate degree conferred, sent to LRU's Transfer Admissions Office. Students who do not have an associate degree conferred on their community college transcript will be required to satisfy LRU's academic core requirements. The associate degree may be completed after admission to LRU; however, students should inform their advisor or they may be advised to complete additional courses for the academic core program.
3. Only courses with a grade of C or better (2.0 on a 4.0 scale) will be accepted for transfer. Courses offered as non-credit continuing education units, developmental courses (usually numbered below 100-level) and courses graded on a P/F basis without verification of a C or better will not be accepted for transfer.
4. La Roche University acknowledges that some credits earned toward the associate degree at CCAC may have been completed as a result of transfer or prior learning assessment, to include standardized examinations, military coursework or portfolio credit. This agreement maintains that the associate degree will be honored in its entirety. These individual credits are eligible for transfer with an official transcript from the original credit-granting institution, and will be evaluated by La Roche University on a per-course basis.
5. A minimum of 30 credit hours must be completed in LRU courses, and at least 50 percent of the major credits must be completed at LRU. The last 30 credit hours completed before graduation must be completed at LRU. A minimum of 120 credit hours is required for graduation with a bachelor's degree.
6. Students must satisfy all admission requirements at the time of application for admission to LRU, including submitting official transcripts from all previously attended colleges.
7. Students are encouraged to contact LRU's Transfer Admissions Office prior to application. To facilitate advising and the evaluation of transcripts, let us know you intend to follow this agreement so that we can provide information along the way.

FOR MORE INFORMATION

LA ROCHE UNIVERSITY | TRANSFER ADMISSIONS

200 Zappala Campus Center | 412-536-1260 | transferadmissions@laroche.edu

NON-DISCRIMINATION POLICY: La Roche University does not discriminate on the basis of race, color, national origin, sex, disability, age, or religion in its programs and activities. The following persons have been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Life & Dean of Students: 412-536-1069 | Assistant Director of Accessibility & Inclusion: 412-536-1177 | Associate Vice President for Human Resources: 412-536-1115. For further information on notice of non-discrimination, call 1-800-421-3481.

