

MARKETING CURRICULUM TRANSFER AGREEMENT GUIDELINE

	SCHOOL: La Salle University MAJOR: Business (Majors include accounting, finance, management, marketing, and management information systems)
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General Information: CCP and La Salle have entered into a dual admissions agreement. The agreement stipulates that students who earn an approved associate degree program at CCP (AAS in Marketing) with a minimum 2.5 cumulative GPA are admitted to La Salle with junior standing. A grade of “C” or better must be earned in courses transferred into the major. Grades of “D” in non-major courses are transferable. Students can transfer a maximum of 70 credits. To take advantage of the dual admissions agreement, a student must sign a dual admissions agreement form before the completion of 45 credits. The dual admissions form serves as the application to La Salle. No application fee is required. Scholarships are awarded to any dual admissions student with a cumulative GPA of at least 3.0 (range from \$5,000 to \$10,000 per year). The dual admissions program is open to part-time and full-time students, but the scholarship is available to full-time students only. Dual admissions forms are available in the division of Educational Support Services, Room W1-1. More detailed information about dual admissions is available in W1-1 or in the Career and Transfer Center, Room W2-3.

With the earned associate degree, the dual admissions student satisfies La Salle’s core (general education) requirement except for additional core qualifiers stipulated by the university or by the student’s major. **Note: This guide is based on CCP degree requirements for students who entered the Management curriculum through summer 2009. Students who enter the curriculum fall 2009 or after should consult managementcurriculum advisors about curriculum changes.**

COMMUNITY COLLEGE OF PHILADELPHIA - Marketing Curriculum	LA SALLE REQUIREMENTS
Program Core Courses	Major Courses
MNGT 121 Intro to Business and MNGT 141 Principles of Management	BUS 203 Organizational Behavior and 3 credits free elective
MNGT 111 Business Math	Elective
MNGT 142 Management Information Systems	BUS 205 Information Technology
MKTG 135 Retailing Principles, MTKG 232 Advertising and Sales Promotion	Electives
ECON 181 Macroeconomics and ECON 182 Microeconomics	ECN 150 Macroeconomics and ECN 201 Microeconomics
MKTG 131 Principles of Marketing	BUS 204 Principles of Marketing
ACCT 101 Financial Accounting	BUS 101 Intro to Financial Reporting
ECON 112 Statistics I	BUS 202 Applied Quantitative Methods
General Education Courses	
ENGL 101 Composition I and ENGL 102 Composition II	ENGL 107 Writing I and ENGL 107 Writing II
Two courses chosen from PHYS 105, CHEM 101, BIOL 106, EASC 111, STS 101 or MATH 161 or higher. Math course recommendation is MATH 165. MATH 171 can substitute for MATH 165.	MATH 117 Single Variable Calculus and Core-to-Core Agreement for science course
One course chosen from HIST 102, 103 or 122	Core-to-Core Agreement
One social science elective. ANTH 101, 112, 202, PSYC 101, 215, SOC 101, 231 or 233 recommended	Psychology/Sociology Core Qualifier
Directed Electives	
MNGT 262 Business Law	BUS 303 Legal and Ethical Environment of Business
One course from MKTG 237 Creative Selling or MKTG 238 Marketing and Management Problems	Elective
One course from IB 101, 105, 212, 225, MNGT 247, MKTG 234 or 239	Elective
Other courses recommended for La Salle that are not required for the AAS in Marketing	
One course from PHIL 101, 111, 203, 211, 215 and an additional course from PHIL 151 or 152	Philosophy Core Qualifier and Religion Core Qualifier
CIS 103 PC applications	CSC 151- Information Technology Requirement
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