

LORAS COLLEGE MARKETING MAJOR COURSE GUIDE FOR NICC TRANSFER STUDENTS

The marketing program at Loras College welcomes the opportunity to work with students from NICC who are considering transferring to Loras and pursuing a marketing major.

REQUIRED COURSES AT LORAS

ECO 221 Principles of Microeconomics

ECO 222 Principles of Macroeconomics

ACC 227 Managerial Accounting

ACC 228 Financial Accounting

CIT 110 Computing & Info Tech Basics

BAN 210 Essentials of Analytics

BUS 230 Principles of Management

BUS 240 Principles of Marketing

BUS 317 Business Law I

BUS 350 Principles of Finance

BUS 343 Marketing Management

BAN 450 Marketing Analytics

BUS 447 Marketing Research

BUS 486 Marketing Seminar

Three Courses Required from the Following Options:

BUS 341 Marketing Ethics-AV

BUS 344 Sales Management

BUS 345 Retail Administration

BUS 346 Advertising/Marketing Communication

BUS 347 Consumer Behavior

BUS 348 International Marketing

EQUIVALENT COURSES AT NICC

ECN 130 Principles of Microeconomics

ECN 120 Principles of Macroeconomics

ACC 156 Managerial Accounting

ACC 152 Financial Accounting

BCA 212 Intro to Business Computer Applications

Taken at Loras College

MGT 102 Principles of Management

MKT 110 Principles of Marketing

BUS 185 Business Law I

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A 2.00 average cumulative GPA in all ACC/BAN/BUS/CIT courses is required for the marketing major. Students must complete a minimum of 12 credits of upper level major courses, including capstone, at Loras College.