



## Marketing Major Course Guide for NICC Transfer Students (Updated 12/13/2016)

Loras College welcomes the opportunity to work with students from NICC that are considering transferring to Loras to pursue a Marketing Major.

### Required Courses for Major

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

*Choose three of the following:*

Approved Transfer Elective  
Approved Transfer Elective  
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 Course(s) 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  
MGT 215: Principles of Financial Management  
Taken at Loras College  
Taken at Loras College  
Taken at Loras College  
Taken at Loras College  
MKT 150: Principles of Advertising  
MKT 183: Customer Service Strategies  
Taken at Loras College  
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2.0 average cumulative GPA in all ACC/BAN/BUS/ A CIT courses is required for the Marketing major.  
Students must complete a minimum of 12 credits of upper level major courses, including the capstone, at Loras College.

Course equivalency information may have changed since our last publication.  
Please contact Robert Stran at [robert.stran@loras.edu](mailto:robert.stran@loras.edu) for more information