

## PROGRAM TRANSFER TABLE

Check if the sending program \_\_\_ or receiving program \_\_\_ is new.

	College (sending)	University (receiving)
Institution	Dakota County Technical College	Saint Mary's University of Minnesota
Program name	Digital Marketing Specialist	Business Administration – Marketing Specialization
Award Type (e.g., AS)	AAS	BS
Credit Length	60	120
CIP code (6-digit)	52.0208	52.9999
Describe program admission requirements (if any)		An official transcript issued to Saint Mary's University with a minimum of 30 semester credits including a basic English Composition course.

### Instructions

- List all required courses in both academic programs.
- MnTC goal areas transfer to the receiving institution according to the goal areas designated by the sending institution.
- Do not indicate a goal area for general education courses that are not part of the MnTC.
- For restricted or unrestricted electives, list number of credits.
- Credits applied: the receiving institution course credit amount may be more or less than the sending institution credit amount. Enter the number of credits that the receiving institution will apply toward degree completion.
- Show equivalent university-college courses on the same row to ensure accurate DARS encoding.
- Equiv/Sub/Wav column: If a course is to be encoded as equivalent, enter Equiv. If a course is to be accepted by the university as a "substitution" only for the purposes of this agreement, enter Sub. If a course requirement is waived by the receiving institution, enter Wav. If a course is to be accepted by the university as a MnTC goal area, restricted elective or unrestricted elective, leave the cell blank.

(To add rows, place cursor outside of the end of a row and press enter.)

### SECTION A - Minnesota Transfer Curriculum-General Education

College (sending)			University (receiving)			
course prefix, number and name	Goal(s) <sup>1</sup>	Credits	course prefix, number and name	Goal(s) <sup>1</sup>	Credits Applied	Equiv Sub Wav
Minnesota Transfer Curriculum-General Education						
COMS1020-Interpersonal Communication	1	3	Oral Communications		3	Sub
ENGL1150-Composition I	1	3	Written Communications		3	Sub
MnTC Gen Ed Goal Area 3 or Goal Area 4	3 or 4	3	Science or Mathematics		3	Sub
Any MnTC Gen Ed Goal Area	1-10	6	(Depends on goal area of the course)		6	Sub
<b>MnTC/General Education Total</b>		<b>15</b>				

**Special Notes, if any:**

### SECTION B - Major, Emphasis, Restricted and Unrestricted Electives or Other

(pre-requisite courses, required core courses, required courses in an emphasis, or electives (restricted or general) within the major). Restricted electives (in Major) fulfill a specific requirement within a major. Example A: "Chose two of the following three courses;" Example B: A

<sup>1</sup> MnTC goal areas transfer to the receiving MnTCU college/university according to the goal areas designated by the sending college/university

Major, Emphasis, Restricted, Unrestricted Electives or Other Courses				
MKTC1000-Principles of Marketing	3	BU302-Principles of Marketing	3	Sub
MKTC1100-Fundamentals of Sales	3	Unrestricted elective	3	
MKTC1150-Consumer and Professional Buying Behavior	3	Unrestricted elective	3	
MKTC2000-Advertising Practices and Procedures	3	Unrestricted elective	3	
MKTC2105-Marketing Communications Writing	3	Unrestricted elective	3	
MKTC2506-Digital Marketing	3	MK306-Digital Marketing	3	Sub
MKTC2507-Digital Media Tools	3	Unrestricted elective	3	
MKTC2511-Web Development for Marketers	3	Unrestricted elective	3	
MKTC2520-Video Content for Marketers	2	Unrestricted elective	2	
MKTC2550-International Marketing	3	Unrestricted elective	3	
MKTC2605-Data Analytics	3	Unrestricted elective	3	
MKTC2600-Marketing Research	3	Unrestricted elective	3	
MKTC2815-Business Law	3	Unrestricted elective	3	
MKTC2900-Portfolio and Interviewing	1	Unrestricted elective	1	
MKTC2970-Marketing Internship	3	Unrestricted elective	3	
Unrestricted elective credits (if none enter 0)	0	College's unrestricted elective credits accepted in transfer (if none enter 0)	0	
<b>Major, Emphasis, Unrestricted Electives Total</b>	<b>45</b>	<b>Total College Credits Applied (sum of sections A and B)</b>	<b>60</b>	

SECTION C - Remaining University (receiving) Requirements		
	Course prefix, number and name	Credits
	<b>Required Business and Marketing Courses</b>	
	AC410-Corporate Finance	3
	BU300-Accounting Principles	3
	BU304-Consumer Behavior and Trend Analysis	3
	BU310-Integrated Marketing Promotions	3
	BU406-Mobile and Search Engine Marketing	3
	BU403-Applied Business Statistics	3
	MG311-Economics for Managers	3
	MG410-Applied Leadership and Management	3
	<b>Required Communication Courses</b>	
	COM309 – Professional Writing	3
	COM310 – Professional Communications	3
	<b>Required Capstone</b>	
	MG495 – Bachelor of Science Capstone	3
	<b>Core Program Elective Courses</b>	
	See catalog for elective course options	0
	University unrestricted elective credits not counted elsewhere (if none enter 0)	<b>27</b>
	<b>Total Remaining University Credits</b>	<b>60</b>
<b>Special Notes, if any:</b> Course substitutions subject to a possible 5-year time limit.		

SECTION D - Summary of Total Program Credits			
College (sending) Credits		University (receiving) Requirements	
MnTC/General Education	15		
Major, Emphasis, Unrestricted Electives or Other	45		
<b>Total College Credits</b>	<b>60</b>	<b>Total College Credits Applied</b>	<b>60</b>
		<b>**Remaining credit to be taken at the university (receiving institution)</b>	<b>60</b>
		<b>Total Program Credits</b>	<b>120</b>
<b>Special Notes, if any:</b> Per Saint Mary's University of Minnesota (SMUMN) policy, SMUMN will transfer college-level courses completed at Minnesota State community and technical colleges with grades of "C-" or better. A minimum of 30 semester credits transferrable to Saint Mary's University of Minnesota (to include an English composition course) are required for admission to an SMUMN bachelor's completion program. A minimum of 30 of the 120 program semester credits need to be completed at SMUMN (minimum residency requirement; see SMUMN policy).			