

LIM College Courses Required to Complete Degree Program

LIM College Program: Marketing, BBA

Curriculum Year: 2021-2022

Course Code	Course Name at LIM	Credit Amount
MATH 2760	Applied Data Analysis	3
FASH 1110	Introduction to Fashion Business	3
CARE 1300	Internship Prep: Designing Your Career	2
CARE 1620	Internship I	2
CARE 4800	Senior Co-Op Prep: Launching Your Career	1
CARE 4820	Senior Co-Op	6
MGNT 2310	Management	3
FNCE 3410	Finance	3
MARKETING ELECTIVE-Bucket 1	TBD (Mult Options)	3
MRKT 2650	Power of the Brand	3
MARKETING ELECTIVE-Bucket 2	TBD (Mult Options)	6
MRKT 2715	Applied Mrkt Research	3
MRKT 3350	Global Markets	3
EMRK 3415	Internet Marketing I	3
MRKT 4960	Senior Capstone	6
Liberal Art Elective	Liberal Art Elective (1 required)	3
General Elective(s)	General Elective (3 required)	6
Total Credits required at LIM College to complete BBA: Marketing		59

MEMORANDUM

Date: September 12, 2022

To: Kristen Hargrave, Transfer Coordinator

From: Tara Truhan, Director of Corporate and University Partnerships

CC: Dr. Lisa Springer, Provost

Subject: Articulation Agreement Update- New BBA in Fashion Marketing Announcement with updated Transfer Guides

Dear Kristen,

LIM College is excited to announce that the BBA in Marketing will become a BBA in Fashion Marketing beginning this fall 2022. The new degree includes coursework in Fashion Marketing and Communications and Fashion Branding.

Current marketing students will have the option to complete their degree in a BBA in Marketing or can switch to the new BBA in Fashion Marketing. Both degree programs will be housed in the newly created Fashion Merchandising and Fashion Marketing Department. Students entering LIM College for the fall 2022 semester will begin in the new BBA degree in Fashion Marketing program.

Below is a copy of the updated Transfer Guides detailing how courses will transfer and the remaining course sequence once a student transfers to LIM College. Our admissions counselors and academic advisors will work closely with all students interested in pursuing this degree path. The number of credits transferred remains the same; only changes to the course names were updated.

If you have any questions, please let me know. I look forward to continuing to work with you on our current partnership.

Best,

Tara

Transfer Guide			
Genesee Community College to LIM College			
Degree Program at Current Institution: AAS, Bus Admin, Marketing & Social Media			
Curriculum Year: 2021-2022			
Course at GCC	Credit Amount	Course at LIM College	Credit Amount
MAT Course <i>Recommend</i> - MAT 129: Statistics	3	MATH 1300: Statistics	3
Natural Science Elective	3	NTSC 9999: Natural Science Elective	3
ECO 101: Microeconomics	3	ECON 2100: Economics	3
HIS Course	3	HSTU/HST9999: US/Global History Elective	3
Humanities, Arts, or Foreign Language Elective	3	LBRT 9999: Liberal Arts Elective	3
ENG 101: College Composition	3	ENGL 1100: English Composition	3
ENG 102: Composition of Natural & Social Sciences OR ENG 105: Composition in Humanities	3	ENGL 3110: Global Themes in Writing	3
HED/PE/ATH	2	ELEC 9999: General Elective	2
ACC 101: Intro to Financial Accounting	3	ACCT 2700: Accounting	3
ACC 102: Intro to Managerial Accounting	3	ACCT 9999: Accounting Elective	3
BUS 101: Principles of Business	3	BUSN 9999: Business Elective	3
BUS 205: Business Law I	3	BUSN 3310: Business Law	3
BUS 217: Co-Op Education	3	CARE 1620- Internship I ELEC 9999: General Elective (1 credit)	3
BUS 213: Principles of Marketing	3	MRKT 1550: Marketing	3
BUS 203: Advertising	3	MRKT 9999 Marketing Elective	3
CIS 102: Intro to Computers OR CIS 116: Microcomputer Apps	3	TECH 1310: Business Spreadsheets	3
CIS 113: Web Publishing	3	TECH 9999 Technology Elective	3
COM 120: New Communication Technologies	3	COMM 2025 Digital Cultures in Business and Life	3
BUS 225: Entrepreneurship	3	BUSN 2710 Entrepreneurship	3
CPS 101: Creative Problem Solving	3	COMM 2010 Critical Thinking	3
CIS 204: Web Design and Implementation	3	TECH 9999 Technology Elective	3
Total Credit Amount at GCC:	62	Total Credit Amount at LIM College:	62

Please note: Transfer Guides are intended to provide preliminary transfer credit information. Admitted students will receive a personalized transfer credit evaluation, based on their unique transfer credits. To maximize your transfer credits, it is recommended to take the suggested courses outlined above. LIM College will accept a maximum of 85 transferable credits. To learn more about how transfer credits apply to a specific degree program or for any additional questions, please contact: transferservices@limcollege.edu.

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LIM College Program: Marketing, BBA		
Curriculum Year: 2021-2022		
Course Code	Course Name at LIM	Credit Amount
MATH 2760	Applied Data Analysis	3
COMM 1400	Communicating Across Cultures	3
FASH 1110	Introduction to Fashion Business	3
CARE 1300	Internship Prep: Designing Your Career	2
CARE 2620	Internship II	2
CARE 4800	Senior Co-Op Prep: Launching Your Career	1
CARE 4820	Senior Co-Op	6
MGNT 2310	Management	3
FNCE 3410	Finance	3
MRKT 2619	Fashion Marketing & Communications	3
MRKT 2650	Fashion Branding	3
VIST 2601	Digital Design I	3
MRKT 2715	Marketing Insights & Research	3
MRKT 3350	Global Markets	3
EMRK 3415	Digital Marketing I	3
MRKT 4960	Senior Capstone	6
MRKT 2710	Consumer Behavior	3
MRKT 3368	Marketing Analytics	3
LBRT 9999	Liberal Arts Elective	3
Total Credits required at LIM College to complete BBA: Marketing		59

Transfer Guide

Genesee Community College to LIM College

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ECO 101: Microeconomics	3	ECON 2100: Economics	3
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Humanities, Arts, or Foreign Language Elective	3	LBRT 9999: Liberal Arts Elective	3
ENG 101: College Composition	3	ENGL 1100: English Composition	3
ENG 102: Composition of Natural & Social Sciences OR ENG 105: Composition in Humanities	3	ENGL 3110: Global Themes in Writing	3
HED/PE/ATH	2	ELEC 9999: General Elective	2
ACC 101: Intro to Financial Accounting	3	ACCT 2700: Accounting	3
ACC 102: Intro to Managerial Accounting	3	ACCT 9999: Accounting Elective	3
BUS 101: Principles of Business	3	BUSN 9999: Business Elective	3
BUS 205: Business Law I	3	BUSN 3310: Business Law	3
BUS 217: Co-Op Education	3	CARE 1620: Internship II (2 credits); ELEC 9999: General Elective (1 credit)	3
BUS 213: Principles of Marketing	3	MRKT 1550: Marketing	3
BUS 203: Advertising	3	MRKT 9999 Marketing Elective	3
CIS 102: Intro to Computers OR CIS 116: Microcomputer Apps	3	TECH 1310: Business Spreadsheets	3
CIS 113: Web Publishing	3	TECH 9999 Technology Elective	3
COM 120: New Communication Technologies	3	COMM 2025 Digital Cultures in Business and Life	3
BUS 225: Entrepreneurship	3	BUSN 2710 Entrepreneurship	3
CPS 101: Creative Problem Solving	3	COMM 2010 Critical Thinking: Reading, Writing, and Research	3
CIS 204: Web Design and Implementation	3	TECH 9999 Technology Elective	3
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