

**Transfer Guide for College of Lake County  
 North Park University  
 School of Professional Studies  
 Digital Marketing**

**Contact Person(s)**

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**Program Description**

The Digital Marketing major curriculum prepares students for the expanding fields of digital marketing, analytics, and social media as used in business and inspires ongoing learning to stay current with emerging tools and provides learners with the tools, skills and competencies required to add value to their companies marketing communications and digital marketing strategies. Students experience hands-on application of digital strategies, online marketing, web analytics, and social media network marketing. They learn to think like a digital marketing professional with industry-relevant assignments which enhance technical, creative, and business skills.

**Program Highlights**

Accelerated format	Earn 4-8 semester hours every seven weeks
Class format	Seven-week courses meet face-to-face (once/week) or online;
BA degree	Flexible BA general education requirements allow for maximum transfer credit
Prior learning assessment	Up to 20 credits can be earned through Prior Learning Assessment; PLA Coordinator will assist student to determine credit possible; can include corporate/ occupational training and learning gained from work experience
Financial aid	Student loans, Federal Pell Grants, and Illinois MAP Grant benefits; some scholarships available
Books & Materials	Can be ordered online
Intended audience	Working students who need to complete a bachelor's degree while continuing to work

**Admission Requirements**

- 12 hours of transferable college-level coursework with a 2.00/4.00 cumulative GPA
- North Park will accept in transfer up to 90 semester hours from two-year and four-year institutions
- Completion of IAI general education core fulfills most BA core requirements

**Application Procedure**

- Complete online application; no application fee
- Submit official transcripts from all previous college work

**Transferring Major Business Courses from College of Lake County**

- A minimum grade of C or better is required from CLC to waive a course in any of the business majors
- Courses are waived at the discretion of the major department faculty chair

**Graduation Requirements**

- Completion of major coursework (36-40 SH, in transfer and/or at North Park)
- Completion of core general education requirements (in transfer and/or at North Park)
- Minimum graduation requirement of 120 semester hours; minimum residency requirement of 32 semester hours earned at NPU
- A "C" average (2.0 GPA on a 4.0 scale) for all work taken at NPU
- A "C" average within the major

The following are the North Park University core general education requirements and their College of Lake County equivalents. The IAI Common Core requirements for the Associate in Arts or the Associate in Science from College of Lake County will fulfill the majority of core curriculum requirements for general education at North Park University.

***This transfer guide is designed to assist students with their academic planning. Every effort is made to maintain accurate information; however, this information is subject to frequent change. In some cases, only a sampling of courses has been included. Courses within each general education category designated "IAI" will transfer to North Park's School of Professional Studies. Students should contact Jose-Jose Palma to keep informed of changes, as final responsibility for verifying information rests with the student.***

**Transfer Guide  
 Bachelor of Arts — General Education Requirements**

North Park Requirements	Credits	CLC College Equivalent Course Option(s)
Foundation Seminar	4	Transfer equivalents must be approved by School of Professional Studies faculty/staff
Writing Intensive Course	4	Coursework equivalent to IAI Common Core Written Communication category [fulfilled in Digital Marketing major coursework]
Research Writing	4	NA
Analytical Reasoning	4	Coursework equivalent to IAI Common Core Math category
Biblical Studies	4	NA
Christian Life & Thought	4	PHI 123 or 126
Human Society	8	Coursework equivalent to IAI Common Core Social/Behavioral Science or Humanities Categories [partially fulfilled in Digital Marketing major coursework]
Health & Well-Being	2	HWP 240
Art & Aesthetic Interpretation	2	Coursework equivalent to IAI Common Core Fine Arts category
Ethical Reasoning	2	BUS 132 or PHI 125 [fulfilled in Digital Marketing major coursework]
Intercultural & Global Competence	8	Coursework in Global (non-US) history, foreign language, intercultural communication, global, international, or comparative studies, international politics, business, or economics
Natural Sciences	4	Minimum of 4 sh in life and/or physical science with lab component (Note: May be met by a single 4 sh class in physical or life science)

**Transfer Guide  
 Digital Marketing — Major Requirements**

North Park Requirements	Credits	CLC Equivalent Course Option(s)
ORG 3034: Business Communications	4	CMM 121 and BUS 121
ORG 4074: Leadership Management	4	BUS 223 & BUS 233 and/or BUS 253
ORG 4094: Principles of Marketing	4	BUS 122
ORG 4120: Business Ethics	4	BUS 132
ISIT 3030: Information Systems in Organizations	4	
BADM 3600: Digital and Social Media Marketing	4	BUS 239, PGOT 37, BUS 214
ISIT 3040: Web Technologies and E-Commerce	4	
ISIT 4010: Information Age Communications Technologies	2	
BADM 3610: Digital Marketing Analytics	4	
BADM 4400: Strategic Management	4	NA
Total	38	<i>NOTE: A maximum of 20 SH in the major may be replaced by transfer courses. (At least 50% of the major must be completed at North Park University.)</i>