

Associate of Applied Business, Business Administration – Management to Bachelor of Arts in Business Management, Digital Marketing Certificate [online] Transfer Pathway

Course selection/order may vary. All pathways are subject to change. Always review with your LCCC/Partner advisor. Course location is indicated each semester.

Disclaimer: *The fluidity of these pathways is acknowledged. At each level changes are possible as requirements, courses, course numbers, etc. may change. All efforts have been made to confirm the accuracy of the pathway by each institution. Always be aware of the date of review on the document. Always seek the assistance of an Academic Advisor or Counselor. This PDF copy is for print only – the official, up-to-date published copy is available online at <https://www.lorainccc.edu/up/bachelor-of-arts-in-business-management/>.*

Semester One Curriculum (Enrolled at LCCC)

LCCC Course	Credit Hours	Ursuline Course Equivalency	Credit Hours
ACTG 151: Accounting I – Financial	4	AC 210: Introduction to Financial Accounting	
CISS 121: Microcomputer Application I	3	Elective	
BADM 155: Introduction to Business Administration*	3	Elective	
ECNM 151: Principles of Macroeconomics	3	EC 202: Principles of Macroeconomics	
ENGL 161: College Composition I	3	EN 123: College Composition	
SDEV 101: Introduction to the LCCC Community	1	Elective	
Semester Credit Hours Total	17		

Notes:

- For the course marked with the (*) notation, this requirement is for students following the AAB degree Fall 2025 onward. Students who are following the AAB curriculum prior to this new requirement, will not be required to complete this course in addition to the two Technical Electives.

Semester Two Curriculum (Enrolled at LCCC)

LCCC Course	Credit Hours	Ursuline Course Equivalency	Credit Hours
ACTG 152: Accounting II – Managerial	4	AC 211: Introduction to Managerial Accounting	
BADM 251: Principles of Management	3	BU 210: Principles of Management	
ENGL 162: College Composition II	3	EN 124: College Research	
BADM 165: Legal Environment of Business	3	BU 340: Business Law	
Semester Credit Hours Total	13		

Semester Three Curriculum (Enrolled at LCCC)

LCCC Course	Credit Hours	Ursuline Course Equivalency	Credit Hours
CMMC 151: Oral Communication	3	Elective	
ECNM 152: Principles of Microeconomics	3	EC 203: Principles of Microeconomics	
ENTR 200: Entrepreneurship	3	BU 358: Entrepreneurship	
PSYH 151: Introduction to Psychology or SOCY 151G: Introduction to Sociology	3	PS 101: General Psychology or SO 103: Introduction to Sociology	
OT36 Lab Science (cannot be 3 credit lab science) UC recommends/prefers: BIOG 152	4	BI 130/L: Human Biology: Birth through Aging (includes lab)	
Semester Credit Hours Total	16		

Semester Four Curriculum (Enrolled at LCCC)

LCCC Course	Credit Hours	Ursuline Course Equivalency	Credit Hours
BADM 211: Business Communications	3	BU 200: Business Communication Skills	
FNCE 251: Business Finance	3	BU 310: Principles of Finance	
MKRG 251: Principles of Marketing	3	BU 220: Principles of Marketing	
Technical Elective	3	Elective	
MTHM 168: Statistics (UC recommended)	3	MAT 212: Introduction to Statistics	
Semester Credit Hours Total	15		

LCCC Degree Attainment – Cumulative Total Credit Hours Earned: 61

Student will have earned the Lorain County Community College Associate of Applied Business, Business Administration – Management degree (#0227) at the conclusion of the above curriculum pathway.

Semester Five Curriculum (Enrolled at Ursuline) [ONLINE]

		Ursuline Course	Credit Hours
		UC 201: Identity, Diversity & Community	3
		BU 301: Business Data Analytics	3
		BU Elective (300-level or higher)	3
		PH 355: Business Ethics	3
		DM 101: Intro to Digital Marketing	3
		Semester Credit Hours Total	15

Semester Six Curriculum (Enrolled at Ursuline) [ONLINE]

LCCC Course	Credit Hours	Ursuline Course	Credit Hours
		BU Elective (300-level or higher)	3
		BU 440: Leadership Competencies (***)	3
		Art, Art Therapy, or Music elective (*)	3
		Religious Studies Elective	3
		DM 201: Career Navigation and Exploration in Digital Marketing	3
		Semester Credit Hours Total	15

Semester Seven Curriculum (Enrolled at Ursuline) [ONLINE]

LCCC Course	Credit Hours	Ursuline Course	Credit Hours
		UC 401: Capstone Seminar	3
		BU 450: Global Business Policy	3
		Religious Studies elective (300-level or higher)	3
		English Literature (*) Elective	3
		History or Political Science Elective (*)	3
		Semester Credit Hours Total	15

Semester Eight Curriculum (Enrolled at Ursuline) [ONLINE]

LCCC Course	Credit Hours	Ursuline Course	Credit Hours
		Elective	3
		DM 220: Going Viral and Growth Hacking	3
		DM 310: Social Media Marketing, Brand Awareness, and Engagement	3
		DM 311: Lifecycle and Email Marketing	3
		DM 315: Digital Marketing Analytics and Experimentation	3
		Semester Credit Hours Total	15

Notes:

- Courses with the (*) notation indicate that with an earned associate degree, student may be waived out of six (6) credit hours in Literature, Art/Music, or History/Political Science as part of the Ursuline Core (consult with the Ursuline UP representative to discuss).
- Waiver: The waiver of two courses may require the student to take six (6) credit hours of elective courses to ensure the student meets the 120 credit hours requirement for Ursuline graduation.
- Ursuline core requires student take courses that meet a culture designation of American (AM), Western (WE), and World (WO). With an earned degree, student may not need to meet all three (student should consult with the Ursuline UP representative to discuss and confirm).



- Courses with the (***) notation indicate an opportunity to bridge to pursue the Masters of Business Administration (M.B.A.) degree at Ursuline. Student should meet with the Ursuline UP representative prior to semester eight to discuss.

Ursuline Degree Attainment – Cumulative Total Credit Hours Earned: 121

Student will have earned the Bachelor of Arts in Business Management at the conclusion of the above curriculum pathway. In addition, student will have earned a certificate in Digital Marketing.

Notes:

- Student must complete 50% of their business management major core at Ursuline (eight (8) courses).
- Student must complete 120 credit hours to earn a degree at Ursuline College (including transfer credits).
- A minimum of 30 credit hours must be completed at Ursuline to meet residency requirements for graduation.
- If pursuing an M.B.A. at Ursuline is an option, there is a bridge from the B.A. to the M.B.A. that would allow the student to take graduate courses that would fulfill degree requirements towards their B.A. and towards their M.B.A. This would save both time and money. Student should meet with the Ursuline UP representative prior to semester eight to discuss.