

Appendix A

Transfer Guide			
ISIL Professional Technician degree, Marketing to LIM College B.B.A. Marketing			
Curriculum Year: 2019-2020			
Courses at ISIL	Credit Amount	Course at LIM College	Credit Amount
FUNDAMENTOS DE MARKETING	3	MRKT 1550 Marketing	3
COMUNICACION ESCRITA	4	LA 9999 Liberal Arts Elective	4
INFORMACION CONTABLE FINANCIERA PARA LOS NEGOCIOS	3	ACCT 2700 Accounting	3
ANALISIS DE DATOS	3	MATH 1300 Introduction to Statistics	3
COMPORTAMIENTO DEL CONSUMIDOR Y SOCIOLOGIA COMERCIAL	4	MRKT 2710 Consumer Behavior	3
INVESTIGACION CUANTITATIVA	3	MRKT 2715 Applied Marketing Research	3
BRANDING Y GESTION DE PRODUCTOS	4	MRKT 2650 Power of the Brand	3
COMUNICACIONES INTEGRADAS PARA EL MARKETING	4	MRKT 2714 Integrated Marketing Communications	3
ETICA PROFESIONAL	3	PHIL 3650 Ethics	3
DIRECCION DE PERSONAS	3	MNGT 2310 Management	3
MARKETING DE SERVICIOS	4	MRKT 2717 Services Marketing	3
COMUNICACION DIGITAL EFECTIVA	3	COMM 2025 Digital Culture in Business & Life	3
DISEÑO DE NEGOCIOS DIGITALES	3	EMRK 3415 Internet Marketing I	3
RETAIL MANAGEMENT	3	FASH 1210 Retailing: Global and Omni	3
ESTRATEGIA DE MEDIOS DIGITALES Y SOCIAL MEDIA	3	EMRK 3417 Social Media and Mobile Marketing	3
COMPETENCIAS INTRAPERSONALES	3	COMM 9999: Communications Elective	3
ANALISIS DEL ENTORNO DE NEGOCIOS	4	BUSN 9999: Business Elective	3
GESTION DE LA CREATIVIDAD E INNOVACION	3	BUSN 9999: Business Elective	3
PSICOLOGIA E INVESTIGACION CUALITATIVA	3	MRKT 9999: Marketing Elective	3
METODOLOGIA DE INNOVACION EMPRESARIAL	3	BUSN 9999: Business Elective	3
MARKETING RELACIONAL Y CRM	3	MRKT 9999: Marketing Elective	3
Required internship/work hours	384	CARE 1300 Internship Prep: Designing Your Career CARE 1620 Internship I CARE 2620 Internship II	6
Total Credit amount for transferrable courses from ISIL:	69	Total credit amount transferring to LIM College:	69



Appendix B

LIM College Courses Required to Complete Degree Program		
BBA: Marketing		
Curriculum Year: 2019-2020		
Course Code	Course Name at LIM College	Credit Amount
FASH 1110	Introduction to Fashion	3
TECH 1310	Business Spreadsheets	3
COMM 2010	Critical Thinking	3
COMM 1400	Communicating Across Cultures	3
LBRT 9999	Liberal Arts Elective	3
MATH 2760	Applied Data Analysis	3
ENGL 3110	Global Themes for Writing	3
CARE 4800	Senior Co-op Prep: Launching Your Career	1
CARE 4820	Senior Co-op	6
FINCE 3410	Finance	3
VIST 2601	Digital Design I	3
ECON 2100	Economics	3
BUSN 3310	Business Law	3
MRKT 3350	Global Markets	3
MRKT 4960	Senior Capstone	6
ENGL 1100	English Composition	3
Total Credits required at LIM College to complete BBA: Marketing		52*

*Typically completed in 3 to 4 semesters