Lakeland COMMUNITY COLLEGE

Career Technical Education
Bilateral Credit Agreement FY2026

Marketing – Maple Heights Heights Consortium

Request info:

FOR OFFICE USE ONLY
LID: _____
Approved Credits: ___

STUDENT: Complete the "STUDENT" portion of this agreement.

____ 1. Apply to Lakeland Community College as a CTE student. Once your transcript is received you will receive an email with **Lakeland ID** (LID) and instructions on how to get to your myLakeland account. ***(Keep this for future use!)***
Enrolled CCP students do not have to reapply to Lakeland.

____ 2. Ensure that the Lakeland Community College's Admissions Office has a copy of your final, official high school transcript by **June 10th**. This transcript MUST be sent directly from your high school to ***transcripts@lakelandcc.edu***.

____ 3. Take a picture or make a copy of this agreement for your records and forward it to your high school CTE instructor by ***June 1***.

____ 4. Questions? Visit: https://lakelandcc.edu/web/about/career-technical-education or Email: Lucy Ott at ***CTE@lakelandcc.edu***

NOTE: *It is the student's responsibility to ensure that all required documents are on file at Lakeland. Bilateral agreements must be submitted directly by the school to the Tech Prep/CTE Office. Agreements turned in by the student will NOT be accepted.*

PRINT

Last Name:	First Name:
Home High School:	High School Graduation Year:
If CCP, Lakeland ID # (LID):	Preferred E-mail Address for Notifications **(print clearly):**
I plan to attend Lakeland CC: (circle) **YES NO UNSURE**	
I would like my Career Technical Credit Transfer (CTAG) credit and Bilateral Agreement credit posted to a Lakeland CC transcript. Yes _____ No _____ (answering **YES** will allow your college credit earned in high school to be posted to a college transcript.)	
Student Signature:	**Date:**

INSTRUCTOR: Students must earn at least a 2.75 GPA in the CTE program to be eligible for credit. (NOTE: Credits will be verified by official HS transcript.)

This credit is processed for students who attend Lakeland.	Instructor's Initials	Lakeland Course # w/catalog link	Lakeland Course Title	Credit Hours
		BUSM 1300	Introduction to Business	3
		BUSM 1400	Professional Personal Selling	3

Instructor's Signature: _____ Instructor's Printed Name: _____
Date: _____ Instructor's Email: _____

***Instructor should submit this completed form to the CTE Director/Career Center Coordinator by June 10th.**

CTE OFFICE VERIFICATION:

Office Use	R	Checklist
	1	Bilateral Agreement was signed and submitted by CTE Instructor (this form)
	2	Completed HS CTE Program
	3	Official HS transcript was submitted to Lakeland Community College
	4	Earned 2.75 GPA or higher in CTE Program
	5	Applied to Lakeland (during HS graduation year) or is a CCP student w/LID

Credits Approved: _____ Credit Denied: _____ Reason for Denial: _____
Tech Prep/CTE Official Signature: _____ Date: _____ Processed _____

OTHER PROGRAM INFORMATION:

CTAG credit is processed by the school where the student is attending. This credit is earned from Web Exams and is pulled from the statewide CTAV system. Only students attending Lakeland Community College will use Lakeland to process this credit.

CTAG/ODE Courses Taught - LINK	***Course Code***	***Lakeland Course Match***
Marketing Principles	144000	
Marketing Research	144020	
Strategic Entrepreneurship	141030	BUSM 1620
Professional and Technical Sales	144030	

Related Industry Recognized Credentials - *LINK*	***Points***
CPR First Aid	1
RISE Up Customer Service and Sales	6
RISE Up Retail Industry Fundamentals	6

Notes:

Business and Administrative Services, Finance and Marketing CTE Curriculum - ODE LINK
Course Description: all Courses in the Business and Administrative Services, Finance and Marketing Pathway LINK
Lakeland Course Catalog
DECA

Special Notes:

-***Are you transferring credits to another college or university?*** YES _____ NO _____ **If yes, please read carefully!**

Once the bilateral credit is processed by Lakeland, students will be able to log into their myLakeland account and see credit on their Lakeland transcript. Be sure to check that your credit has been posted **BEFORE** you request a transfer. Students can then access the "Request for Transfer" form through this link: Lakeland Community College (OH) Transcript Request | Parchment

Your Lakeland transcript will be sent to its destination upon payment of the transfer fee and submission of the form ($10). ***Please note that each college or university makes an independent decision as to whether they will accept credit/s. Acceptance of credit is only guaranteed if you attend Lakeland.*** *You will receive the most credit if you use it at Lakeland and stay on the same career path.* What school do you plan to attend? _____

-Students who successfully complete a CTE Program and meet the requirements listed in Column R 1-5 on page 1 will receive college credit listed in the INSTRUCTOR section of the Bilateral Credit Agreement. For specific programming options, please visit **www.lakelandcc.edu** and click on Academics / Degrees & Certificates.

-CTAG credit is awarded based on a student's performance on WebXam/End-of-Course Assessments that are offered through the CTE Program. Bilateral credit cannot be awarded if there is CTAG credit available through the WebXam/End-of-Course Assessment. The school where the student is attending will process the CTAG credit.

-College courses are being reviewed and updated on a regular basis. Visit: https://catalog.lakelandcc.edu/ for the most updated version of the Lakeland Course Catalog. Credit is only guaranteed if the course is listed in the Course Catalog, the student attends Lakeland and remains on the same career path.

-Accumulation of college credit may impact federal financial aid. Check with your college or university for more information.

SUGGESTED SEQUENCE
Career Technical Education Program: Marketing
Lakeland Community College: Business Management/Marketing

Course Subject Title	Credit Hours	Type of Credit – AP, CCP, CTE Bilateral, CTAG
Business Management Certificate • Business Information Management • Business Management • E-Business • Entrepreneurship • Human Resources Management • Leadership • Marketing		
Business Management Degree • Business Information Management • Entrepreneurship • General Management • Human Resources Management Marketing		
Associate of Arts in Business		

LAKELAND COMMUNITY COLLEGE CAREER TECHNICAL EDUCATION AGREEMENT APPROVAL FORM

****OFFICIAL SIGNATURES ARE ON FILE IN THE CTE OFFICE AT LAKELAND COMMUNITY COLLEGE.**

Marketing – Maple Heights / Heights Consortium

_____ Date _____
Instructor, Thomas Griffin

_____ Date _____
Other Representative (if applicable)

Lakeland Community College

_____ Date _____
Lucy Ott, CTE Coordinator

_____ Date _____
Connie Golden, Business Management Program Director

_____ Date _____
Ryan Hamilton, Dean of Business

_____ Date _____
Jennifer Collis, PhD
Vice President for Enrollment Management & Student Retention Services

After signing this document, please forward it to Lucy Ott, CTE/Tech Prep Coordinator –A-1040B, lott1@lakelandcc.edu.