



**Marketing Major
Transfer Pathway
(Owens to Bluffton University)**

This is a suggested program guide. It is not to be interpreted as a contract. Changes may occur. Please see your program advisor before you register for courses. Updated 6/19

YEAR	FALL	SPRING
First Year AT OWENS	BUS 102 College & Career Professional 3	ECO 201 Microeconomics 3
	ENG 111 Composition I OR 3	MKT 101 Marketing 3
	ENG 111P Composition I Plus (4) 3	BUS 101 Contemporary Business 3
	MKT 125 Personal Selling 3	IST 235 Spreadsheet Applications – Excel OR 3
	IST 131 Computer Concepts and Apps 3	BUS 150 Data Analysis for Business 3
MTH 133 Quantitative Reasoning 4	PHL 102 Principles of Ethics 3	
	Total 16	Total 15
Second Year AT OWENS	ACC 101 Introductory Financial Accounting 3	BUS 200 The Legal Environment of Business 3
	BUS 120 Principles of Management 3	Business Course Elective 3
	MKT 225 Sales Management 3	(BUS 201 Princ. of Finance OR BUS 296 Business Mgt Capstone)
	MKT 230 Marketing of Service Businesses 3	MKT 242 Marketing on the Web 3
	Social and Behavioral Science Elective 3	MKT 210 Marketing Planning & Management 3
Total 15	Marketing Course Elective 3	
	(MKT 245 Advertising)	Total 15
Third Year AT BLUFFTON	ECN 141 Principles of Macroeconomics 3	BENV300 Cross-cultural Experience 3
	BUS 284 General Statistics 3	ACT 152 Principles of Accounting 2 3
	Speaking and Listening Competency 3	MAT 115 Business Calculus 3
	MGT 354 Principles of Management 3	or MAT 135 Calculus 1 (5)
	(could be met with BUS 120 & BUS 296)	Elective 2
MKT 357 Marketing Research* 3	Reading the Bible Competency 3	
Total 15	Living Well Competency 2	
	Total 16	
Fourth Year AT BLUFFTON	BENV 400 Christian Values in a Global Com 2	Creative Expression Competency 3
	Scientific Inquiry Competency 4	Exploring the Past Competency 3
	MKT 358 Consumer Behavior* 3	Religious Understanding Competency 3
	FIN 366 Principles of Finance 3	MKT 363 Marketing Management* 3
	(could be met with BUS 201)	Marketing Elective** 3
Marketing Elective** 3	Total 15	
Total 15	Total 15	
	Fall Concentration related courses	Spring Concentration related courses
	ART 245 Intro to Computer Graphic Design 3	ART 350 Web Design 3
	BUS 385 Internship 3	BUS 245 Business Law 3
	COM 195 Interpersonal Communication 3	BUS 385 Internship 3
	COM 277 Public Relations 3	COM 195 Interpersonal Communication 3
	MKT 325 E-Commerce* 3	COM 275 Organizational Communication 3
	MKT 360 Sales 3	SOC 360 Basics of Social Research 3
	PSY/SOC 258 Social Psychology 3	

124 total hours to complete graduation requirements (this includes 2 hours of arts and lecture credit)

*Alternate year courses

Bold face print denotes major course requirement

** Note: At least 3 hours of marketing electives must be MKT course

Note: If Marketing majors double major in Accounting, Business, or Economics courses required in each major count in both majors. Courses chosen as an elective for one major will not count as an elective in the second major.