



Articulation agreement for students transferring from

Northwest State Community College

to complete a

Bachelor of Arts with a major in Marketing.

Degree completion involves completing requirements in three areas of work: the Bluffton University Liberal Arts and Sciences requirements, a major with Bluffton University and any elective hours needed to meet the required total of 124 semester hours.

Liberal Arts and Sciences requirements:	Northwest State Community College courses that meet requirements: *
	(If passed at NSCC with a grade of at least C-, the course indicated will meet the Bluffton requirement):
LAS 100 First Year Seminar (3)	Met with 12 hours or more transfer credit
ENG 110 College English (3)	ENG 111 & 112 Composition I & II
MAT 105 Understanding Numerical Data (2) or COM 185 Public Speaking	Filled by BUS 284 General Statistics
REL 100 Introduction to Biblical Worldview (3)	At Bluffton University
LAS 111 Integrated Arts (3)	HUM 221 Music Appreciation or HUM 230 Art Appreciation
Two natural science courses (7)	Two natural sciences from different disciplines (Biology, Chemistry, Physics, or Earth/Space), at least one with a lab, totaling at least 7 hours
Two social science courses (6)	Two social sciences from different disciplines from: GEO 110, PSY 110, SSC 101 or 110, SSC 120 or 130 (6 hours)
HUM 221/222 Humanities 1 & 2 (6)	One history survey course (HUM 209 or 210) One literature survey course (ENG 260 or 261) One of the above should be the early time period, one late.
One upper level religion course (3)	At Bluffton University
LAS 301 Issues in Modern America (3)	At Bluffton University
LAS 342 Cross-cultural/Serv Learning Experience (4) or Foreign Language (6)	At Bluffton University or 6 hours of a foreign language
LAS 400 Christian Values in a Global Community (3)	At Bluffton University
Arts & Lecture credit (2)	½ hour met for each 30 hours of transfer credit up to maximum of 1.5 hours. Remaining credit at Bluffton University.

* Any of these requirements not completed at Northwest State Community College may be completed at Bluffton University.

Marketing major

Bluffton University Course:	Northwest State Community College courses that meet requirements: *
(If passed at NSCC with a grade of at least C-, the course indicated will meet the Bluffton requirement):	
Core Courses:	
ECN 141 Principles of Macroeconomics 3	ECO 211 Macroeconomics
ECN 142 Principles of Microeconomics 3	ECO 212 Microeconomics
ACT 151 Principles of Accounting 1 3	ACC 111 Financial Accounting
ACT 152 Principles of Accounting 2 3	ACC 112 Managerial Accounting
BUS 284 General Statistics 3	STA 220 Statistics
MKT 325 E-Commerce 3	
MGT 354 Principles of Management 3	MGT 110 Management <u>and</u> MGT 120 Supervision
MKT 356 Principles of Marketing 3	
FIN 366 Principles of Finance 3	
MKT 363 Marketing Management 3	
COM 275 Organizational Communication 3	
MAT 115 Business Calculus 3	
or MAT 135 Calculus 1 5	MTH 213 Calculus I
TEC 102 Using Microcomputers 2	CIS 114 Microsoft Applications
Promotions and Branding Concentration Electives:	
12 semester hours required (at least 6 semester hours must be business courses)	
BUS 245 Business Law 3	BUS 221 Business Law
BUS 385 Internship 3	
MKT 360 Sales 3	MKT 230 Salesmanship
MKT 362 Advertising 3	MKT 210 Advertising
ART 350 Internet Design 3	
ART 245 Intro to Computer Graphic Design 3	
COM 185 Public Speaking and Persuasion 3	ENG 113 Speech
COM 195 Interpersonal Communications 3	
COM 277 Public Relations 3	
COM 336 Advanced Public Relations Writing 3	
FCS 412 Merchandise Planning and Buying 3	
Market Research Concentration Electives:	
12 semester hours required (at least 6 semester hours must be business courses)	
BUS 385 Internship 3	
MKT 357 Marketing Research 3	
MKT 358 Consumer Behavior 3	
MKT 376 Business Intelligence 3	
PSY 230 Test and Measurements 3	
SOC 258/PSY 258 Social Psychology 3	PSY 220 Social Psychology
SOC 362 Methods of Social Research 3	

A minimum of 30 semester hours must be taken at Bluffton University; 24 of the last 30 hours must be completed at Bluffton. A minimum of 12 hours must be taken from the Bluffton University Business Department.

The minimum mathematics requirement for a major in business administration or accounting is that 1) the student's mathematics placement test indicates readiness for at least the level of Precalculus or 2) the student completes College Algebra with a C- or higher.

All graduates are expected to complete all graduation requirements, including: participation in institutional assessment activities, a GPA of at least 2.0 overall and within the major, satisfactory achievement in the departmental senior comprehensive examination, and participation in the baccalaureate and commencement services.

Program requirements are subject to change, though in no case will requirements be increased for students once they are admitted.

Bluffton University welcomes transfer students and is pleased to work with each one individually. To inquire about Bluffton University admissions, call 419-358-3257, email admissions@bluffton.edu, or write Office of Admission, Bluffton University, 1 University Drive, Bluffton, Ohio 45817.