



Articulation agreement for students transferring from

Owens 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 (general education):	Owens Courses to Meet Requirements (If passed at Owens with a grade of at least C-, the course indicated will meet the Bluffton requirement):
LAS 105 Becoming a Scholar (3)	Met with 12 hours or more transfer credit
ENG 110 College English (3)	ENG 111 or 112 Composition I or II
One fine arts course (3)	One of: ART 101, ART 105, ART 106, ART 135, ART 145, ART 201, ART 202, MUS 100, MUS 101, MUS 105, THE 100 or THE 142
MAT 105 Understanding Numerical Data (2) or COM 185 Public Speaking	MTH 213 Introductory Statistics or SPE 101 Public Speaking
REL 100 Introduction to Biblical Worldview (3)	At Bluffton University
Two natural science courses; two different disciplines; one with lab component. (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; two different disciplines (6)	Two introductory social science course from different disciplines (economics, human geography, political science, psychology, sociology)
2 courses in humanities (history and literature) (6)	One history course (HIS 151, HIS 152, HIS 201, HIS 202) One literature course (ENG 200, ENG 210, ENG 215, ENG 220, ENG 225, ENG 266, or ENG 267)
One upper level religion (3)	At Bluffton University
LAS 301 Issues in Modern America (3)	SOC 201 Social Problems
LAS 342 Cross-cultural/Service Learning Experience (3) or 6 hours of a foreign language	At Bluffton University or 6 hours of one 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 Owens Community College may be completed at Bluffton University.

Marketing major

Bluffton University Course:	Requirements met at Owens Community College:
	(If passed at Owens with a grade of at least C-, the course indicated will meet the Bluffton requirement):
Core Courses:	
ECN 141 Principles of Macroeconomics 3	ECO 202 Macroeconomics
ECN 142 Principles of Microeconomics 3	ECO 201 Microeconomics
ACT 151 Principles of Accounting 1 3	ACC 101 Introductory Financial Acct
ACT 152 Principles of Accounting 2 3	ACC 102 Introductory Managerial Acct
BUS 284 General Statistics 3	MTH 213 Introductory Statistics
MGT 354 Principles of Management 3	BUS 120 Principles of Management <u>and</u> BUS 296 Business Management Capstone
MKT 356 Principles of Marketing 3	MKT 101 Marketing <u>and</u> MKT 210 Marketing Planning & Mgmt
MKT 357 Marketing Research 3	
MKT 358 Consumer Behavior 3	
MKT 362 Advertising 3	MKT 245 Advertising
MKT 363 Marketing Management 3	
FIN 366 Principles of Finance 3	FIN 201 Principles of Finance
MAT 115 Business Calculus 3	MTH 126 Modern Business Calculus
or MAT 135 Calculus 1 5	Or MTH 180 Calculus I
Electives:	
9 semester hours required (at least 3 semester hours must be MKT courses)	
ART 245 Intro to Computer Graphic Design 3	
ART 350 Web Design 3	
BUS 245 Business Law 3	BUS 200 Legal Environment of Business
BUS 385 Internship 3	
COM 195 Interpersonal Communications 3	SPE 102 Interpersonal Communication
COM 275 Organizational Communications 3	ENG 120 Business Communications
COM 277 Public Relations 3	
MKT 325 E-Commerce 3	
MKT 360 Sales 3	
SOC 258/PSY 258 Social Psychology 3	
SOC 360 Basics of Social Research 3	
	MKT 252 International Marketing
	MKT 270 Marketing Information and Consumer Analysis

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.

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