



Marketing Major
Transfer Pathway with Associate's Degree
(Northwest State to Bluffton University)

Please note: 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 05/19

Year	Fall	Spring
First Year AT NORTHWEST	BUS 101 Introduction to Business 3 CIS 114 Microsoft Applications 3 ECO 212 Microeconomics 3 ENG 111 Composition I 3 Mathematics Elective 3 (MTH 213 Calculus I OR STA 120 Intro to Statistics OR STA 222 Business Statistics) Total 15	ECO 211 Macroeconomics 3 MGT 120 Supervision 3 MKT 110 Marketing 3 ENG 112 Composition II 3 Natural Science Elective with lab 4 (BIO 101 Princ. of Biology OR BIO 115 Ecology OR BIO 231 Anatomy & Physiology I OR CHM 201 Gen. Chemistry OR PHY 101 Princ. of Physical Science OR PHY 140 Astronomy OR PHY 150 Geology OR PHY 251 Physics: Mechanics & Heat OR PHY 252 Physics: Electricity & Magnetism) Total 16
Second Year AT NORTHWEST	ACC 111 Financial Accounting 3 BUS 221 Business Law 3 MKT 210 Advertising 3 Computer Elective (options noted in NSCC catalog) 3 Social Behavioral Science Elective 3 (HIS 101 US History OR HIS 102 US History) Total 15	ACC 112 Managerial Accounting 3 BUS 211 Business Communications 3 MGT 230 Retail Management 3 MGT 280 Business Climate Analysis 3 MKT 230 Salesmanship 3 Humanities Elective 3 (PHI 230 World Religions OR HUM 221 Music Appreciation OR HUM 230 Art Appreciation) Total 18
Third Year AT BLUFFTON	Creative Expression Competency 3 (could be met by HUM 221 or HUM 230 at NSCC) BUS 284 General Statistics 3 (or MAT 115 Business Calculus in the spring) MKT 356 Principles of Marketing 3 MKT 357 Marketing Research 3 FIN 366 Principles of Finance 3 Total 15	Speaking & Listening Competency 3 MKT 362 Advertising 3 MGT 354 Principles of Management 3 MAT 115 Business Calculus 3 (or BUS 284 General Statistics in the fall) BENV 300 Cross- cultural OR 3 6 hours of a foreign language Total 15
Fourth Year AT BLUFFTON	Reading the Bible Competency 3 Living Well Competency 3 Electives 6 MKT 358 Consumer Behavior 3 Total 15	BENV 400 Christian Values 2 MKT 363 Marketing Management 3 Marketing Elective 3 Religious Understanding Competency 3 (could be met by PHI 230 at NSCC) Arts and Lecture credit .5 Electives 4 Total 15.5

124 total hours to complete graduation requirements --- Must complete minimum of 30 hours at Bluffton University

Bold face indicates major course requirement. *Alternate year courses

Note: If Business majors double major in Accounting, Economics, or Marketing 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.

Could the Math Elective be met by MTH 213 Calculus I, STA 120 Intro to Statistics, or STA 222 Business Statistics? These courses are listed in the Core Requirements as elective options for Mathematics and Data Analysis. However, the Marketing degree page in the catalog limits the elective options to MTH 105 Quantitative Reasoning and MTH 109 College Algebra.

Fall Concentration related courses				Spring Concentration related courses			
ACT 352	Government and Not-for-profit Accounting*	3		ACT 343	Intermediate Managerial Accounting*	3	
MKT 325	E-Commerce*	3		ECN 371	International Trade and Investment*	3	
MKT 357	Marketing Research*	3		ECN 382	Economic Dev & the Environment*	3	
MKT 358	Consumer Behavior*	3		FIN 367	Financial Investments*	3	
MKT 360	Sales*	3		MGT 355	Production Operations Management*	3	
TEC 369	Intro to Information Systems*	3		MGT 359	Entrepreneurship*	3	
FIN 375	Insurance and Risk Management*	3		MGT 364	Human Resource Management	3	
FIN 376	Property and Casualty Insurance*	3		MKT 362	Advertising*	3	
				MKT 363	Marketing Management	3	