



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 Enduring Values requirements, a major with Bluffton University and any elective hours needed to meet the required total of 124 semester hours.

Enduring Values Program 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):
BENV 100 Becoming a Scholar (3)	Met with 27 hours or more transfer credit
BENV 200 Learning in Community (5)	Met with 58 hours or more transfer credit
BENV 300 Cross-cultural/Service Learning Experience (3) or 6 hours of one foreign language	At Bluffton University or six hours of one foreign language.
BENV 400 Christian Values in a Global Community 2)	At Bluffton University
Writing Well (3)	One of: ENG 111 Composition I; ENG 112 Composition II
Speaking and Listening (3)	One of: SPE 100 Intro to Human Communication; SPE 101 Public Speaking; SPE 102 Interpersonal Communication
Living Well (2)	One of: BIO 125 Nutrition; BUS 103 Leadership Fundamentals; FNH Fundamental of Food Production; HSC 260 Personal Wellness; SUP 102 Managing Yourself; SUP 104 Leadership or two hours of HPE 110 Fitness Walking; HPE 115 Yoga; HPE 125 Tai Chi; HPE 127 Dance Fitness; HPE 132 Weight Training; HPE 133 Women's Self Defense; HPE 134 Fit for Life; HPE 136 Kickboxing; HPE 143 TRX Training; HPE 145 Pilates
Creative Expression (3)	One of: ART 101 Art Appreciation; ART 106 Drawing; ART 130 Painting; ART 135 Printmaking I; ART 145 Ceramics I; ART 160 Sculpture I ART 201, ART 202, MUS 101 Music Appreciation; THE 100 Intro to Theatre; THE 131 Acting I; THE 142 Performance Studies or 3 hrs of MUS 120 – MUS 137 Ensembles or Music classes
Reading the Bible (3)	At Bluffton University
Understanding Self and Society (3)	One of: ANT 101 Anthropology; ANT 200 Cultural Anthropology; CJS 101 Intro to Criminal Justice; ECO 111 Prin of Economics; ECO 201 Microeconomics; ECO 202 Macroeconomics; PSY 101 Psychology; SOC 101 Sociology; SWK 201 Intro to Social Work
Exploring the Past (3)	One of: ART 105 History of Western Art; ART 201 History of Art I; ART 202 History of Art II; HIS 151 or 152 World Civ I or II; HIS 201 or 202 Amer History I or II
Scientific Inquiry (4)	One of: BIO 101 Life-An Intro to Biology; BIO 121 Human Anatomy & Physiology; BIO 201 General Biology I; BIO 211 Anatomy & Physiology I; CHM 105 Chemistry for Biol Sci; CHM 111 Basic Chemistry; CHM 115 Inorganic & Organic Chemistry; CHM 121 General Chemistry I; PHY 201 General Physics I;
Critical Analysis (3)	One of: ENG 200 Intro to Literature; ENG 210 Intro to Fiction; ENG 215 American Multicultural Lit; ENG 225 Women in Lit; ENG 266 or 267 American Lit I or II; MTH 1778 Business Calculus; MTH 180 Calculus I; MTH 213 Introductory Statistics; MTH 215 Business Statistics
Religious Understanding (3)	HUM 275 World Religions
Arts & Lecture credit (2)	½ hour met for each 30 hours of transfer credit up to maximum of 1.5 hours. Credit earned during high school not counted. Remaining credit at Bluffton University.

* Any 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):
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
ECN 141 Principles of Macroeconomics 3	ECO 202 Macroeconomics
ECN 142 Principles of Microeconomics 3	ECO 201 Microeconomics
FIN 366 Principles of Finance 3	BUS 201 Principles of Finance
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	
MAT 115 Business Calculus 3	MTH 178 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.

Lab Science Elective

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(BIO 101 Life – an Intro to Biology OR
BIO 201 General Biology OR
BIO 211 Anatomy & Physiology I OR
CHM 105 Chemistry for Biol Sciences OR
CHM 111 Basic Chemistry OR
CHM 115 Inorganic & Organic Chemistry OR
CHM 121 General Chemistry I OR
PHY 201 General Physics I)