



Bluffton University is on a semester hour calendar, requiring 124 semester hours to graduate with a baccalaureate degree. Thus graduates of Edison Community College transferring to Bluffton University will normally need a minimum of 62 semester hours (the equivalent of two years) to complete the

### **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.

<b>Liberal Arts and Science requirements:</b>	<b>Edison Community College courses that meet requirements: *</b> (If passed at Edison 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 121S or 122S Composition I or II
MAT 105 Understanding Numerical Data (2) or COM 185 Public Speaking	Waived
REL 100 Introduction to Biblical Worldview (3)	At Bluffton University
LAS 111 Integrated Arts (3)	One of: ART 123S Ancient Art History ART 124S Art History: The Modern Era MUS 120S Music Appreciation THE 121S Introduction to Theater
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)	ECO 221S Principles of Macroeconomics One introductory social science course other than economics
HUM 221/222 Humanities 1 & 2 (6)	One history survey course of the following : HST 125S Western Civilization I HST 126S Western Civilization II Plus one literature: ENG 205S Great Books
One upper level religion course (3)	At Bluffton University
LAS 301 Issues in Modern America (3)	At Bluffton University
LAS 342 Cross-cultural/Service Learning Experience (4) or 6 hours of a foreign language	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 Edison Community College may be completed at Bluffton University.

## Marketing major

Bluffton University Course:	Requirements met at Edison Community College:
	(If passed at Edison with a grade of at least C-, the course indicated will meet the Bluffton requirement):
<b>Core Courses:</b>	
ECN 141 Principles of Macroeconomics 3	ECO 222S Principles of Macroeconomics
ECN 142 Principles of Microeconomics 3	ECO 221S Principles of Microeconomics
ACT 151 Principles of Accounting 1 3	ACC 121S Introduction to Financial Accounting
ACT 152 Principles of Accounting 2 3	ACC 122S Introduction to Managerial Accounting
BUS 284 General Statistics 3	MTH 125S General Statistics
MGT 354 Principles of Management 3	BUS 221S Principles of Management
MKT 356 Principles of Marketing 3	MKT 216S Principles of Marketing
MKT 357 Marketing Research 3	
MKT 358 Consumer Behavior 3	
MKT 360 Sales 3	
MKT 363 Marketing Management 3	
FIN 366 Principles of Finance 3	BUS 229S Business Finance
MAT 115 Business Calculus 3	MTH 226S Calculus for Business and Life Sciences
or MAT 135 Calculus 1 5	
TEC 102 Using Microcomputers 2 2	CIT 110S Computer Concepts and Applications
<b>Electives:</b>	
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 235S Business Law
BUS 385 Internship 3	
COM 195 Interpersonal Communications 3	COM 228S Interpersonal Communications
COM 275 Organizational Communications 3	BUS 223S Business Communication
COM 277 Public Relations 3	
COM 336 Advanced Public Relations Writing 3	
MKT 325 E-Commerce 3	MKT 231S Digital Marketing
MKT 362 Advertising 3	MKT 219S Integrated Marketing Communications
MKT 376 Business Intelligence 3	
SOC 258/PSY 258 Social Psychology 3	PSY 230S Social Psychology
SOC 360 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](mailto:admissions@bluffton.edu), or write Office of Admission, Bluffton University, 1 University Drive, Bluffton, Ohio 45817.

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