



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:	Owens Community College courses that meet requirements: * (If passed at Owens 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 Composition I
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)	ART 101 Art Appreciation OR MUS 101 Music 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)	ECN 142 Macroeconomics at Bluffton One introductory social science course other than economics (GOV 100, GOV 111, GPH 106, PSY 101, SOC 101) (3 hours)
HUM 221/222 Humanities 1 & 2 (6)	One history survey course (HIS 101 or HIS 102) One literature survey course (ENG 264 or 265) 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)	SOC 201 Social Problems
LAS 342 Cross Cultural/Serv Learning Experience (4) or 6 hours of one 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 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
MKT 325 E-Commerce 3	MKT 242 Marketing on the Web
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
FIN 366 Principles of Finance 3	FIN 201 Principles of Finance
MKT 363 Marketing Management 3	
COM 275 Organizational Communication 3	ENG 120 Business Communications
MAT 115 Business Calculus 3	MTH 126 Modern Business Calculus
or MAT 135 Calculus 1 5	MTH 180 Calculus I
TEC 102 Using Microcomputers 2 2	IST 131 Computer Concepts and Apps
Promotions and Branding Concentration Electives:	
12 semester hours required (at least 6 semester hours must be business courses)	
BUS 245 Business Law 3	BUS 200 Legal Environment of Business
BUS 385 Internship 3	
MKT 360 Sales 3	MKT 225 Sales Management
MKT 362 Advertising 3	MKT 245 Advertising
ART 350 Internet Design 3	
ART 245 Intro to Computer Graphic Design 3	
COM 185 Public Speaking and Persuasion 3	SPE 101 Public Speaking
COM 195 Interpersonal Communications 3	SPE 102 Interpersonal Communication
COM 277 Public Relations 3	
COM 336 Advanced Public Relations Writing 3	
FCS 412 Merchandise Planning and Buying 3	
	MKT 252 International Marketing
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 270 Marketing Information and Consumer Analysis
MKT 376 Business Intelligence 3	
PSY 230 Test and Measurements 3	
SOC 258/PSY 258 Social Psychology 3	PSY 215 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.

Updated: June 2011