



Articulation agreement for students transferring from

Rhodes State 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: (Hours shown as semester hours)	Rhodes courses which meet requirements: * (If passed at Rhodes with a grade of at least C-, the course indicated will meet the Bluffton requirement): (Hours shown as quarter hours)
LAS 100 First Year Seminar (3)	Met with 12 hours or more transfer credit
ENG 110 College English (3)	COM 111 English Composition
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)	At Bluffton University
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 hours
Two social science courses (6)	ECN 141 Macroeconomics One introductory social science course other than economics (PSY 101, SOC 101)
HUM 221/222 Humanities 1 & 2 (6)	HST 230 Connections: Technology and Civilization Other course at Bluffton University
One upper level religion (3)	At Bluffton University
LAS 301 Issues in Modern America (3)	SOC 230 Social Problems (5)
LAS 342 Cross-cultural/Service Learning Experience (4) 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 Rhodes State College may be completed at Bluffton University.

Marketing major

Bluffton University Course: (Hours shown as semester hours)	Requirements met at Rhodes State College: (If passed at Rhodes with a grade of at least C-, the course indicated will meet the Bluffton requirement):
Core Courses:	
ECN 141 Principles of Macroeconomics 3	ECN 141 Macroeconomics
ECN 142 Principles of Microeconomics 3	ECN 143 Microeconomics
ACT 151 Principles of Accounting 1 3	ACC 101 Corporate Accounting Principles
ACT 152 Principles of Accounting 2 3	ACC 102 Managerial Accounting Principles
BUS 284 General Statistics 3	MTH 126 Statistics
MKT 325 E-Commerce 3	
MGT 354 Principles of Management 3	
MKT 356 Principles of Marketing 3	MKT 101 Principles of Marketing <u>and</u> MKT 205 Business Marketing
FIN 366 Principles of Finance 3	FIN 240 Corporate Finance
MKT 363 Marketing Management 3	
COM 275 Organizational Communication 3	COM 116 Business Communications
MAT 115 Business Calculus 3	
or MAT 135 Calculus 1 5	
TEC 102 Using Microcomputers 2	CPT 125 Computer Applications in the Workplace
Promotions and Branding Concentration Electives:	
12 semester hours required (at least 6 semester hours must be business courses)	
BUS 245 Business Law 3	BUS 210 Business Law
BUS 385 Internship 3	
MKT 360 Sales 3	MKT 221 Comprehensive Sales Techniques
MKT 362 Advertising 3	MKT 211 Advertising and Promotion
ART 350 Internet Design 3	
ART 245 Intro to Computer Graphic Design 3	
COM 185 Public Speaking and Persuasion 3	COM 211 Public Speaking
COM 195 Interpersonal Communications 3	
COM 277 Public Relations 3	
COM 336 Advanced Public Relations Writing 3	
FCS 412 Merchandise Planning and Buying 3	
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 376 Business Intelligence 3	
PSY 230 Test and Measurements 3	
SOC 258/PSY 258 Social Psychology 3	PSY 220 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: August 2011