



Articulation agreement for students transferring from

**Northwest State 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.

<b>Enduring Values Program requirements (general education):</b>	<b>Northwest State Community College Courses *</b> (If passed at NSCC with a grade of at least C-, the course indicated will meet the Bluffton requirement):
BENV 100 Becoming a Scholar (3)	Met with 12 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)	ENG 113 Speech
Living Well (2)	BIO 131 Nutrition
Creative Expression (3)	One of: ART 103 Drawing; ART 210 Painting; ART 220 Sculpture; ENG 217 Intro to Creative Writing; HUM 221 Music Appreciation; HUM 230 Art Appreciation
Reading the Bible (3)	At Bluffton University
Understanding Self and Society (3)	One of: ECO 211 Macroeconomics; ECO 212 Microeconomics; HST101 Principles of Human Services; PSY 110 Psychology; SSC 101 Sociology
Exploring the Past (3)	One of: HIS 101 or 102 U.S. History
Scientific Inquiry (4)	One of: BIO 101 Principles of Biology; BIO 115 Ecology; BIO 231 Anatomy & Physiology I; BIO 257 Microbiology; CHM 101 Principles of Chemistry; CHM 201 General Chemistry I; PHY 101 Principles of Physical Science; PHY 140 Astronomy; PHY 150 Geology; PHY 251 Physics: Mechanics & Heat; PHY 252 Physics: Electricity & Magnetism
Critical Analysis (3)	One of: EDU 140 Strategies for Teaching Reading; ENG 223 Interpretation of Literature; ENG 241 Intro to Fiction; ENG 250 or 251 American Lit; ENG 260 or 261 British Lit; MTH 105 Quantitative Reasoning; MTH 213 Calculus I; STA 120 Statistics or STA 222 Business Statistics
Religious Understanding (3)	PHI World Religions
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 Northwest State Community College may be completed at Bluffton University.

## Marketing major

Bluffton University Course:	Northwest State Community College courses that meet requirements: *	
	(If passed at NSCC 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 211 Macroeconomics
ECN 142 Principles of Microeconomics 3		ECO 212 Microeconomics
ACT 151 Principles of Accounting 1 3		ACC 111 Financial Accounting
ACT 152 Principles of Accounting 2 3		ACC 112 Managerial Accounting
BUS 284 General Statistics 3		STA 120 Statistics or STA 220 Business Statistics
MGT 354 Principles of Management 3		MGT 110 Management <u>and</u> MGT 120 Supervision
MKT 356 Principles of Marketing 3		
MKT 357 Marketing Research 3		
MKT 358 Consumer Behavior 3		
MKT 362 Advertising 3		MKT 210 Advertising
MKT 363 Marketing Management 3		
FIN 366 Principles of Finance 3		
MAT 115 Business Calculus 3		
or MAT 135 Calculus 1 5		MTH 213 Calculus I
<b>Electives:</b>		
9 sem hrs req (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 221 Business Law
BUS 385 Internship 3		
COM 195 Interpersonal Communications 3		
COM 275 Organizational Communications 3		
COM 277 Public Relations 3		
MKT 325 E-Commerce 3		
MKT 360 Sales 3		MKT 230 Salesmanship
SOC 258/PSY 258 Social Psychology 3		
SOC 360 Basics 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.