

**Marketing Major
 Transfer Pathway (Rhodes State to Bluffton University)**

Please note: This is a suggested program guide. It is not to be interpreted as a contract. Changes may occur. Please see your program advisor before you register for courses. Updated 04/2019

Year	Fall	Spring
First Year AT RHODES	ECN 1430 Microeconomics COM 1110 English Composition CPT1250 Computer Apps in the Workplace MGT1250 Team Building OR MGT1260 Team Leadership MGT1010 Principles of Management SDE 1010 First Year Experience Total 16	COM 2110 Public Speaking MKT 1010 Principles of Marketing MTH 1260 Statistics PSY 1010 General Psychology OR SOC 1010 Sociology BUS 2100 Business Law Total 15
Second Year AT RHODES	ACC 1010 Corporate Accounting Principles AOT 2640 Spreadsheet Software and Apps MKT 1600 Customer Relations and Public Relations CPT 1580 Introduction to Graphic Design MGT 2000 Human Resource Management Total 16	HST 1620 American History Since 1877 MKT 2000 Digital Marketing MKT 2110 Advertising and Sales Promotion MKT 2991 Practicum MGT 2992 Seminar Total 13
Third Year AT BLUFFTON	Scientific Inquiry Competency (with lab) 4 Living Well Competency 2-3 Creative Expression Competency 3 FIN 366 Principles of Finance 3 MAT 115 Business Calculus 3 Elective 1 Total 17	ECN 141 Principles of Macroeconomics 3 MGT 354 Principles of Management 3 MKT 356 Principles of Marketing 3 ACT 152 Principles of Accounting II 3 BENV 300 Cross-cultural 3 Total 15
Fourth Year AT BLUFFTON	MKT 357 Marketing Research 3 Elective 6 MKT 358 Consumer Behavior 3 Reading the Bible Competency 3 Total 15	BENV 400 Christian Values 2 Religious Understanding Competency 3 MKT 363 Marketing Management 3 Marketing Elective 3 Elective 4 Total 15

124 total hours to complete graduation requirements (this includes 1 hour of arts and lecture credit)

Must complete minimum of 30 hours at Bluffton University

Bold face print denotes major course requirement

** Note: At least 3 hours of marketing electives must be MKT course

Note: If Marketing majors double major in Accounting, Business, or Economics courses required in each major count in both majors. Courses chosen as an elective for one major will not count as an elective in the second major.