



### Marketing Major 3+1

#### 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 02/2019

Year	Fall	Spring
First Year AT RHODES	<b>ECN 1430 Microeconomics</b> COM 1110 English Composition <b>CPT1250 Computer Apps in the Workplace</b> <b>MGT1250 Team Building</b> <b>OR MGT1260 Team Leadership</b> <b>MGT1010 Principles of Management</b> SDE 1010 First Year Experience  Total 16	<b>COM 2110 Public Speaking</b> <b>MKT 1010 Principles of Marketing</b> <b>MTH 1260 Statistics</b> <b>PSY 1010 General Psychology</b> <b>OR SOC 1010 Sociology</b> <b>BUS 2100 Business Law</b>  Total 15
Second Year AT RHODES	<b>ACC 1010 Corporate Accounting Principles</b> <b>AOT 2640 Spreadsheet Software and Apps</b> <b>MKT 1600 Customer Relations and Public Relations</b> <b>CPT 1580 Introduction to Graphic Design</b> <b>MKT 2210 Comprehensive Sales Techniques</b>  Total 16	HST 1620 American History Since 1877 3 <b>MKT 2000 Digital Marketing</b> 3 <b>MKT 2110 Advertising and Sales Promotion</b> 3 <b>MKT 2991 Practicum</b> 1 <b>MGT 2992 Seminar</b> 1 MKT 2520 Special Studies in Marketing 2  Total 13
Third Year BRIDGE YEAR *courses can be taken at Bluffton or Rhodes*	Scientific Inquiry Competency (with lab) Living Well Competency (DTN 1000, EXS 2015, EXS 2030 or FIN 1250) Creative Expression Competency (COM 1801 or MUS 1010) <b>ECN 141 Principles of Macroeconomics (ECN 1410)</b> <b>FIN 366 Principles of Finance (FIN 2400)</b> <b>Business Calculus (MTH 1611 or 1711)</b>  Total 17	<b>MGT 354 Principles of Management (MGT 2010)</b> <b>MKT 356 Principles of Marketing (MKT 2050)</b> <b>ACT 152 Principles of Accounting II (ACC 1020)</b> BENV 300 Cross- cultural OR 3 6 hours of a foreign language (BENV 300 available at Bluffton in spring semester. Foreign language may be taken at Rhodes.) Elective 4 Total 16
Fourth Year AT BLUFFTON	<b>MKT 357 Marketing Research</b> 3 Elective 6 <b>MKT 358 Consumer Behavior</b> 3 Reading the Bible Competency 3  Total 15	BENV 400 Christian Values in a Global Comm 2 Religious Understanding Competency 3 <b>MKT 363 Marketing Management</b> 3 <b>Marketing Elective</b> 3 Elective 4  Total 15

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

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.