



**Marketing Major**  
**Transfer Pathway with Associate's Degree**  
**(Terra 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 07/19

YEAR	FALL	SPRING
First Year AT TERRA	GEN 1000 First-Year Seminar 1 English Composition 3 <b>ACC 1100 Financial Accounting</b> 4 <b>ECO 2010 Macroeconomics</b> 3 <b>MRT 1010 Marketing</b> 3 <b>MRT 1140 Advertising</b> 3 Total 17	<b>ACC 1200 Managerial Accounting</b> 4 <b>ECO 2020 Microeconomics</b> 3 <b>MRT 1110 Principles of Selling</b> 3 ENG 1900 Technical Writing for Business and Industry 3 DLS 1090 Digital Literacy and Applications 3 Total 16
Second Year AT TERRA	<b>MRT Public Relations</b> 3 <b>MGT 1100 Management and Organizational Beh.</b> 3 <b>MRT 2131 Retail Management</b> 3 SPE 2200 Interpersonal Communication 3 Arts & Humanities Elective 3 (ART 1010 Art History: Prehistory to Gothic OR ART 1030 Art History: Renaissance to 20 <sup>th</sup> Century OR ART 1050 Art Appreciation OR ENG 1850 Intro to Lit OR ENG 2630 Non-Western Lit OR ENG 2640 or 2650 Brit Lit I or II OR ENG 2670 or 2680 Am Lit I or II OR MUS 1010 Music Appreciation) Total 15	<b>MGT 2670 Business Ethics</b> 3 <b>LAW 2420 Business Law</b> 3 <b>BUS 2900 Business Capstone</b> 3 <b>MRT 2600 Marketing Research</b> 3 Mathematics 3 (MTH 2010 Statistics OR MTH 2411 Applied Calculus OR MTH 2510 Calculus & Analytic Geometry I) Total 15
Third Year AT BLUFFTON	Writing Well Competency 3 <b>MKT 356 Principles of Marketing</b> 3 <b>MGT 354 Principles of Management</b> 3 <b>BUS 284 General Statistics</b> 3 (can be met with MTH 2010) <b>FIN 366 Principles of Finance</b> 3 Total 15	BENV300 Cross-cultural Experience 3 Creative Expression Competency 3 (can be met with ART 1050 or MUS 1010) <b>MAT 115 Business Calculus</b> 3 <b>or MAT 135 Calculus 1</b> (5) (can be met with MTH 2411 or MTH 2510) <b>MKT 362 Advertising</b> 3 <b>Marketing Elective**</b> 3 Total 15
Fourth Year AT BLUFFTON	Elective 3 Scientific Inquiry Competency 4 Reading the Bible Competency 3 BENV 400 Christian Values in a Global Com 2 <b>MKT 358 Consumer Behavior*</b> 3 Total 15	Living Well Competency 2 Exploring the Past Competency 3 (can be met with ART 1010 or ART 1030) Religious Understanding Competency 3 <b>MKT 363 Marketing Management*</b> 3 <b>Marketing Elective**</b> 3 Total 14
	<b>Fall Concentration related courses</b>	<b>Spring Concentration related courses</b>
	ART 245 Intro to Computer Graphic Design 3 BUS 385 Internship 3 COM 195 Interpersonal Communication 3 COM 277 Public Relations 3 MKT 325 E-Commerce* 3 MKT 360 Sales 3 PSY/SOC 258 Social Psychology 3	ART 350 Web Design 3 BUS 385 Internship 3 COM 195 Interpersonal Communication 3 COM 275 Organizational Communication 3 SOC 360 Basics of Social Research 3

124 total hours to complete graduation requirements (this includes 2 hours of arts and lecture credit)

\*Alternate year courses. **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.