



Raritan Valley Community College to Southern New Hampshire University Online

- Students who transfer with a conferred associates degree are entitled to a 10% tuition reduction accessed through mySNHU.edu.
- This guide serves as a mapping tool for students. Individual student evaluations will vary.
- Please contact Admission at 1-800-668-1249 or Academic Alliances at AcademicAlliances@snhu.edu.

Raritan Valley Community College AS Business Administration, Marketing Option Course Requirements	Cr	Southern New Hampshire University Online BS Marketing	Cr
Courses in bold are the associate degree re- quired courses.		General Education Core Requirements	42
ENGL111 English Composition I	3	ENG 122 English Composition I	3
ENGL112 English Composition II	3	ENG 123 English Composition II	3
MATH110 Statistics I	3	MAT 240 Applied Statistics	3
BUSI111 Intro to Business	3	SNHU 107 or Free Elective for students transferring 12+ credits	3
COMM101 Speech	3	IDS 100 or Free Elective for students transferring 12+ credits	3
Humanities Elective	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMA, HUM 100, or HUM 200)	3
Fine Arts and Humanities Elective	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMA, HUM 100, or HUM 200)	3
ECON102 Microeconomics	3	ECO 201 Microeconomics (ESBS)	3
ECON101 Macroeconomics	3	ECO 202 Macroeconomics (ESBS)	3
COMP102 Computer Literacy	3	ESTM: Science/Technology/Mathematics Requirement (BIO, CHM, CS, ENV, GEO, GRA, IT, MAT, PHY, SCI, IHP 340, PHL 214, SCI 100, or SCI 200)	3
Math Elective	3	ESTM: Science/Technology/Mathematics Requirement (BIO, CHM, CS, ENV, GEO, GRA, IT, MAT, PHY, SCI, IHP 340, PHL 214, SCI 100, or SCI 200)	3
History Elective	3	EHIS: History Requirement (HIS, HIS 100, or HIS 200)	3
History Elective	3	EHIS: History Requirement (HIS, HIS 100, or HIS 200)	3
SNHU Course		Choose one (1) Seminar Course: IDS 400, IDS 401, IDS 402, IDS 403, or IDS 404	3
Raritan Valley Community College Courses		SNHU Business Core	30
ACCT101 Financial Accounting	3*	ACC 201 Financial Accounting	3
ACCT104 Managerial Accounting	3*	ACC 202 Managerial Accounting	3
BUSI131 Business Law I	3	BUS 206 Business Law I	3
		BUS 210 Managing and Leading in Business	3
		BUS 225 Critical Business Skills for Success	3
		BUS 400 Driving Business Opportunities	3

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Raritan Valley Community College Courses		SNHU Business Core (Continued)	Cr
		FIN 320 Principles of Finance	3
BUSI154 International Business	3	INT 220 Global Dimensions in Business	3
MRKT101 Principles of Marketing	3	MKT 205 Applied Marketing Strategies	3
		QSO 321 People, Planet, and Profit	3
Raritan Valley Community College Courses		SNHU Major Course Requirements Maximum of 6 credits in any one prefix	15
Directed: MRKT231 Advertising	3	MKT 229 Principles of Integrated Marketing Communications	3
		MKT 265 Social Media Marketing Communications	3
		MKT 337 Marketing Research	3
Directed: MRKT220 Consumer Behavior	3	MKT 345 Consumer Behavior	3
		MKT 400 Strategic Brand Management	3
		MKT 432 Strategic Marketing Planning (Capstone)	3
Raritan Valley Community College Courses		SNHU Major Electives or Concentration	12
MRKT Electives	12	Complete twelve (12) credit(s) from MKT within the 100-499 range or from the following courses: ADV 263, ADV 340, QSO330	12
Raritan Valley Community College Courses		SNHU Free Elective	12
BUSI112 Principles of Management	3		
Science Elective w. Lab	4		
COMM120 Intro to Mass Communication	3		
Excess Credits from 4 Credit Courses	2		
Raritan Valley Community College Credits	60-90	SNHU Online BS Marketing Credits Required	120

Revision: 2019/2020 Academic Year

Transfer Credit Policy

* Excess general education credits are transferred as free elective credit, if available.

- This guide serves as a mapping tool for students and is based upon SNHU Online 2019/2020 Academic Catalog at time of enrollment and this institution's equivalent academic year. Transfer equivalents earned prior or subsequent to this academic year will be evaluated on a case-by-case basis for transfer equivalency.
- Students must earn a grade of C- or better for course transfer.
- Students may transfer up to 90 credits if previous credits earned meet SNHU Online's degree requirements and academic standards for transfer.
- Students must take at least 30 credits (10 classes) at SNHU Online to be awarded a bachelor's degree.