



ON CAMPUS TRANSFER PATHWAY 2017-2018
MCC AS Marketing to SNHU BS Business Studies/Marketing

NAME _____ Date _____

FIRST YEAR / FALL SEMESTER			SNHU Equivalency towards BS Business Studies/Marketing	
	MKTG125M	Principles of Marketing: Global Pers.	MKT-113 Principles of Marketing	
	ACCT113M	Accounting & Financial Reporting I	Accounting Elective	
	BUS110M	Intro to Business	OL-110 Introduction to Business	
	BUS114M	Management	OL-215 Principles of Management	
	CIS110M	Microsoft Computer Applications	Office Administration Elective	
	FYE100M	First Year Cornerstone	General Elective	
FIRST YEAR / SPRING SEMESTER				
	ACCT123M	Accounting & Financial Reporting II	ACC-201 Financial Accounting	
	ECON134M	Macroeconomics	ECO-202 Macroeconomics	
	ENGL110M	College Composition I	ENG-120 College Composition I	
		Math Elective: MATH145M or MATH202M <i>Choose MATH202M</i>	MAT-240 Applied Statistics	
		Business Elective: <i>Choose ECON135M</i>	ECO-201 Microeconomics	
SECOND YEAR / FALL SEMESTER				
	MKTG135M	Global Consumer Behavior	MKT-345 Consumer Behavior	
	MKTG210M	Advertising	MKT-229 Prin of Integrated Marketing Comm	
	BUS212M	Business Law I	BUS206 Business Law I	
		Science Elective (BIOL, CHEM, ENVS, ESCI, GEOL, PHYS)	Science Elective	
		English Elective: <i>Choose one</i> ENGL113M or ENGL220M	COM-212 Public Speaking or ENG-121 College Composition II	
SECOND YEAR / SPRING SEMESTER				
	MKTG205M	International Marketing	MKT/INT-433 Multinational Marketing	
	MKTG224M	Sales & Sales Management	MKT-320 Sales Management	
	BUS210M	Organizational Communications	ENG-220 Business Communication	
	MKTG282M	Marketing Research	MKT-337 Marketing Research	
		Foreign Lang/Hum/Fine Arts Elective: <i>Choose ARTS (not 106), HIST, HUMA, PHIL, or ENGL(not 113, 213, or 214)</i>	Fine Arts and Humanities Elective	
			The following Academic Waivers will be granted:	
			SB-100 Integration & Application I	
			SB-105 Integration & Application II	
Total Credits		63	Total Credits Transferred to SNHU	63

This document is based upon the current 2017-2018 curriculum at both institutions. Courses and requirements are subject to change.

COMMENTS

Transfer Pathway

MCC AS Marketing
to
SNHU BS Business Studies/Marketing – **ON CAMPUS GUIDE**

Remaining courses to take at SNHU:

General Education Requirements	
SNHU Experience	3
ENG-200 Sophomore Seminar or General Education Elective (<i>whichever not taken at MCC</i>)	3
Fine Arts and Humanities Elective	3
Social and Behavioral Sciences Elective	3
Science, Technology & Mathematics Elective	3
Integration Cluster	9
School of Business Core Requirements	
OL-105 Foundations of Management	2
INT-105 International Business	2
IT-105 Business Information Technology	2
ACC-205 Foundations of Accounting II	2
FIN-305 Foundations of Finance	2
QSO-205 Business Operations Management	2
SB-205 Integration & Application III	2
SB-405 Integration & Application IV	4
Business Studies/Marketing Major Requirements	
MKT-265 Social Media & Marketing Comm	3
MKT-270 Professional Selling	3
MKT-432 Strategic Marketing Planning	3
Remaining Free Elective credits to complete	6
Credits taken at SNHU	57
Total Credits in SNHU Bachelor Degree	120

SNHU accepts up to 90 credits towards a bachelor degree. For specific course recommendations or additional information please contact **Alison Tollner** at a.tollner@snhu.edu or 603-645-9687.