

ON CAMPUS TRANSFER PATHWAY 2017-2018
NCC AS Business Administration/Marketing
to
SNHU BS Marketing

NAME _____ Date _____

FIRST YEAR / Fall Semester			SNHU Equivalency towards BS Marketing		
	ACCT101N	Financial Accounting I	ACC-201 Financial Accounting		
	BUS101N	Introduction to Business	OL-110 Introduction to Business		
	BCPT101N	Computer Technology & Applications	IT-100 Introduction to Information Technology		
	ENGL101N	College Composition	ENG-120 College Composition I		
FIRST YEAR / Spring Semester					
	BUS104N	Principles of Marketing	MKT-113 Introduction to Marketing		
	MATH106N	Statistics I	MAT-240 Applied Statistics		
	BUS213N	Principles of Advertising	MKT-229 Principles of Integrated Marketing		
	CSCI102N	Website Development I	Information Technology Elective		
		Gen Ed Core: Science	Science Elective		
SECOND YEAR / Fall Semester					
	ECON201N	Microeconomics	ECO-201 Microeconomics		
	BUS207N	Sales	MKT-270 Professional Selling		
	BCPT119N	Software Applications	Office Administrative Elective		
	ENGL109N	Oral Communication	COM-212 Public Speaking		
	BUS215N	Integrated Marketing Communications	Marketing Elective		
SECOND YEAR / Spring Semester					
	BUS240N	Business Law	BUS-206 Business Law I		
	BUS210N	Marketing Strategies: A Capstone Experience	Marketing Elective		
	SOCI101N	Introduction to Sociology	SOC-112 Introduction to Sociology		
		BUS294N Marketing Intern or Open Elective: <i>Choose ENGL102N Writing about Literature</i>	ENG-200 Sophomore Seminar		
		Gen Ed Core: Humanities/Fine Arts or Global Awareness <i>Choose Hum/FA (not ARTS120N) or HUMA107N</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			61	Total Credits Transferred to SNHU	61

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

COMMENTS

Transfer Pathway

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Remaining courses to take at SNHU:

General Education Requirements	
SNHU Experience	2
Fine Arts and Humanities 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
ECO-205 Foundations of Macroeconomics	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
Marketing Major Requirements	
MKT-265 Social Media & Marketing Comm	3
MKT-337 Marketing Research	3
MKT-345 Consumer Behavior	3
MKT-432 Strategic Marketing Planning	3
MKT-490 Marketing Internship	3
MKT course <i>or</i> ADV-263, ADV-340, QSO-330	6
Remaining Free Elective credits to take	4
Credits taken at SNHU	59
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 **Julie Callahan** at j.callahan@snhu.edu or 603-645-9687.