



Articulation agreement for students transferring from

Edison Community College

to complete a

Bachelor of Arts with a major in Marketing.

Degree completion involves completing requirements in three areas of work: the Bluffton University Liberal Arts and Sciences requirements, a major with Bluffton University and any elective hours needed to meet the required total of 124 semester hours.

Enduring Values Program requirements (general education):	Edison Community College courses that meet requirements: *
BENV 100 Becoming a Scholar (3)	Met with 27 hours or more transfer credit
BENV 200 Learning in Community (5)	Met with 58 hours or more transfer credit
BENV 300 Cross-cultural/Service Learning Experience (3) or 6 hours of one foreign language	At Bluffton University or six hours of one foreign language
BENV 400 Christian Values in a Global Community (2)	At Bluffton University
Writing Well (3)	One of: ENG 121S or 122S Composition I or II
Speaking and Listening (3)	One of: BUS 223S Business Communication; COM 121S Fundamentals of Communication; COM 228S Interpersonal Communication
Living Well (2)	One of: BIO 140S Basic Nutrition; Or 2 hours of PED 120S Karate; PED 121S Karate; PED 128S Golf; PED 162S Tennis I; PED 163S Tennis II; PED 164S Weight Training I
Creative Expression (3)	One of: ART 130S Drawing I; ART 138S Ceramics I; ART 143S Sculpture; ART 150S Painting I; ART 153S Watercolor I; MUS 120S Music Appreciation; THE 121S Intro to Theater
Reading the Bible (3)	At Bluffton University
Understanding Self and Society (3)	One of: ANT 121S Anthropology; CRJ 111S Intro to Criminal Justice; ECO 221S Microeconomics; ECO 222S Macroeconomics; PSY 121S Psychology; SSV 111S Intro to Social Work; SSV113S Intro to Social Welfare; SOC 121S Sociology
Exploring the Past (3)	One of: ART 123S Ancient Art History; HST 121S History of the US I; HST 122S History of the US II; HST 125S Western Civ to 1715; HST 126S Western Civ Since 1715; HST 224S African American Hist Since 1619
Scientific Inquiry (4)	One of: BIO 121S Biology: Cells/Genetics/Evolution; BIO 122S Animals, Plants, Ecology; BIO 124S Human Biology; BIO 125S Anatomy & Physiology I; CHM 110S Intro to Chemistry; CHM 121S General Chemistry I; PHY 121S College Physics I; PHY 241S Sci & Eng Physics I
Critical Analysis (3)	One of: ENG 123S Intro to Literature; ENG 205S Great Books; ENG 221S American Lit I; ENG 222S American Lit II; ENG 241S British Lit I; or ENG 242S British Lit II; MTH 221S Calculus I; MTH 125S General Statistics
Religious Understanding (3)	REL 121S World Religions or at Bluffton University
Arts & Lecture credit (2)	½ hour met for each 30 hours of transfer credit up to maximum of 1.5 hours. Remaining credit at Bluffton University.

* Any of these requirements not completed at Edison Community College may be completed at Bluffton University.

Marketing major

Bluffton University Course:	Requirements met at Edison Community College:
	(If passed at Edison with a grade of at least C-, the course indicated will meet the Bluffton requirement):
Core Courses:	
ECN 141 Principles of Macroeconomics (3)	ECO 222S Principles of Macroeconomics
ECN 142 Principles of Microeconomics (3)	ECO 221S Principles of Microeconomics
ACT 151 Principles of Accounting 1 (3)	ACC 121S Introduction to Financial Accounting
ACT 152 Principles of Accounting 2 (3)	ACC 122S Introduction to Managerial Accounting
BUS 284 General Statistics (3)	MTH 125S General Statistics
MGT 354 Principles of Management (3)	BUS 221S Principles of Organizational Behavior
MKT 356 Principles of Marketing (3)	MKT 216S Principles of Marketing
MKT 357 Marketing Research (3)	
MKT 358 Consumer Behavior (3)	
MKT 362 Advertising (3)	MKT 219S Integrated Marketing Communications
MKT 363 Marketing Management (3)	
FIN 366 Principles of Finance (3)	BUS 229S Business Finance
MAT 115 Business Calculus (3)	MTH 226S Calculus for Business and Life Sciences
or MAT 135 Calculus 1 (5)	Or MTH 221S Calculus/Analytical Geometry I
Electives:	
9 sem. Hrs. required (at least 3 semester hours must be MKT courses)	
ART 245 Intro to Computer Graphic Design (3)	
ART 350 Web Design (3)	
BUS 245 Business Law (3)	BUS 235S Business Law
BUS 385 Internship (3)	
COM 195 Interpersonal Communications (3)	COM 228S Interpersonal Communications
COM 275 Organizational Communications (3)	BUS 223S Business Communication
COM 277 Public Relations (3)	
MKT 325 E-Commerce (3)	MKT 231S Digital Marketing
MKT 360 Sales (3)	
SOC 258/PSY 258 Social Psychology (3)	PSY 230S Social Psychology
SOC 360 Basics of Social Research (3)	

A minimum of 30 semester hours must be taken at Bluffton University; 24 of the last 30 hours must be completed at Bluffton. A minimum of 12 hours must be taken from the Bluffton University Business Department.

The minimum mathematics requirement for a major in business administration or accounting is that 1) the student's mathematics placement test indicates readiness for at least the level of Precalculus or 2) the student completes College Algebra with a C- or higher.

All graduates are expected to complete all graduation requirements, including: participation in institutional assessment activities, a GPA of at least 2.0 overall and within the major, satisfactory achievement in the departmental senior comprehensive examination, and participation in the baccalaureate and commencement services.

Program requirements are subject to change, though in no case will requirements be increased for students once they are admitted.

Bluffton University welcomes transfer students and is pleased to work with each one individually. To inquire about Bluffton University admissions, call 419-358-3257, email admissions@bluffton.edu, or write Office of Admission, Bluffton University, 1 University Drive, Bluffton, Ohio 45817.