



**Marketing Major**  
**Transfer Pathway with Associate's Degree**  
**(Edison State to Bluffton University)**

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 5/19

YEAR	FALL	SPRING
First Year AT EDISON	<b>BUS 110S Introduction to Business</b> 3 <b>CIS 110S Computer Concepts and Applications</b> 3 <b>COM 121S Fundamentals of Communication</b> 3 <b>ENG 121S Composition I</b> 3 <b>MKT 218S Customer Service</b> 1 Math Elective 3 (MTH 125S General Statistics) Total 16	<b>ACC 121S Introduction to Financial Accounting</b> 3 <b>BUS 223S Business Communication</b> 3 <b>CIS 202S Spreadsheets</b> 3 <b>ECO 221S Principles of Microeconomics</b> 3 <b>MKT 216S Principles of Marketing</b> 3 Total 15
Second Year AT EDISON	<b>ACC 122S Intro to Managerial Accounting</b> 4 <b>BUS 221S Principles of Org. Behavior</b> 3 <b>MKT 219S Integrated Marketing Comm.</b> 3 <b>MKT 231S Digital Marketing</b> 3 Social/Behavioral Elective 3 (HST 121S Hist of the US I OR HST 122S Hist of the US II OR HST 125S Western Civ to 1715 OR HST 126S Western Civ Since 1715 ) Total 16	<b>BUS 235S Business Law</b> 3 <b>BUS 250S Business Capstone OR</b> 3 <b>MKT 291L Marketing Internship Experience AND</b> (2) <b>MKT 291R Marketing Internship Sem.</b> (1) <b>MKT 112S Effective Selling</b> 3 Technical Elective 3 Humanities Elective 3 (REL 121S World Religions OR MUS 120S Music Appreciation OR THE 121S Intro to Theater) Total 15
Third Year	Reading the Bible Competency 3 <b>ECN 141 Principles of Macroeconomics</b> 3 Scientific Inquiry Competency 4 Elective 3 <b>MKT 357 Marketing Research*</b> 3 Total 16	Living Well Competency 2-3 Creative Expression Competency 3 (could be met by MUS 120S or THE 121S at Edison) <b>MAT 115 Business Calculus</b> 3 <b>or MAT 135 Calculus 1</b> (5) <b>BENV300 Cross-cultural Experience</b> 3 Elective 3 Total 15
Fourth Year	Electives 7 <b>BENV 400 Christian Values in a Global Com</b> 2 <b>FIN 366 Principles of Finance</b> 3 <b>MKT 358 Consumer Behavior*</b> 3 Total 15	Religious Understanding Competency 3 (could be met by REL 121S at Edison) Electives 8 <b>MKT 363 Marketing Management*</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 245 Business Law 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.