Saint Paul College to Concordia University, St. Paul
Bachelor of Science in Marketing (On Campus)

Step 1: Complete an Associate’s degree at Saint Paul College and the following Marketing major courses (60 cr):

<table>
<thead>
<tr>
<th>Major courses that can be completed at Saint Paul College</th>
<th>Credit</th>
<th>How the course transfers to Concordia University, St. Paul with successful completion at SPC*</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1720 Macroeconomics</td>
<td>3</td>
<td>ECO 101 Macroeconomics (pre/co-requisite)</td>
</tr>
<tr>
<td>MATH 1740 Introduction to Statistics</td>
<td>4</td>
<td>MAT 110 Intro to Probability and Statistics (pre/co-requisite)</td>
</tr>
<tr>
<td>ACCT 2410 Financial Accounting</td>
<td>4</td>
<td>ACC 201 Principles of Financial Accounting</td>
</tr>
<tr>
<td>BUSN 1410 Introduction to Business</td>
<td>3</td>
<td>MAN 120 Business Fundamentals &amp; Entrepreneurship</td>
</tr>
<tr>
<td>BUSN 2110 Principles of Marketing</td>
<td>3</td>
<td>MAR 301 Principles of Marketing</td>
</tr>
<tr>
<td>BUSN 2450 Management Fundamentals</td>
<td>3</td>
<td>MAN 301 Organizational Behavior</td>
</tr>
<tr>
<td>BUSN 2470 Legal Environment of Business</td>
<td>3</td>
<td>MAN 204 Legal Environment of Business</td>
</tr>
<tr>
<td>BTEC 1421 Business Information Application 1</td>
<td>3</td>
<td>CSC 121 Basics of Technology in Business</td>
</tr>
<tr>
<td>ECON 1730 Microeconomics</td>
<td>3</td>
<td>ECO 102 Microeconomics</td>
</tr>
<tr>
<td>BUSN 1760 Principles of Finance</td>
<td>4</td>
<td>FIN 301 Corporate Finance I</td>
</tr>
</tbody>
</table>

Step 2: Complete the remaining general education requirements (MnTC Goal Areas) not met by an AS or AAS degree and any remaining electives through SPC or CSP* (26 cr)

Step 3: Complete the following minimum requirements* at Concordia University:

<table>
<thead>
<tr>
<th>Concordia University, St. Paul BS in Marketing Course Requirements</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN 201 Business Analytics</td>
<td>2</td>
</tr>
<tr>
<td>MAN 202 Analytics, Modeling, and Techniques</td>
<td>2</td>
</tr>
<tr>
<td>Choose 12 credits:</td>
<td>12</td>
</tr>
<tr>
<td>MAR 312 Consumer Behavior (4 cr)</td>
<td></td>
</tr>
<tr>
<td>MAR 313 Advertising and Promotions (4 cr)</td>
<td></td>
</tr>
<tr>
<td>MAR 470 Digital Marketing (2 cr)</td>
<td></td>
</tr>
<tr>
<td>MAR 471 Global Marketing (2 cr)</td>
<td></td>
</tr>
<tr>
<td>COM 320 Media &amp; Public Relations (4 cr)</td>
<td></td>
</tr>
<tr>
<td>MAR 413 Marketing Research</td>
<td>4</td>
</tr>
<tr>
<td>MAR 414 Marketing Strategy</td>
<td>4</td>
</tr>
<tr>
<td>MAR 401 Strategy and Ethics</td>
<td>4</td>
</tr>
</tbody>
</table>

**Required General Education Credits to complete the BS in Marketing**

Theology: 2 courses, 3-4 credits each. Must be completed at CSP 6

Minimum Total Credits to complete at CSP 34

*see www.csp.edu/transfer for important transfer policies

Effective Fall 2019; approved 04-2019, BE/GS