



Dougherty Family College to Concordia University, St. Paul Bachelor of Arts in Marketing (Adult Undergraduate)

Students who plan to complete a **BA in Marketing online** at Concordia University, St. Paul (CSP) can complete the Associate of Arts degree at Dougherty Family College (DFC). Completion of the AA degree at will satisfy CSP's general education requirements with the exception of Theology.



Step 1: Complete the AA degree at Dougherty Family College (64 credits)



Step 2: Complete the following requirements* at Concordia University:

Concordia University, St. Paul BA in Marketing Course Requirements	Credits
BUS 380 Organizational Behavior	4
MAN 120 Business Fundamentals and Entrepreneurship	2
MAN 204 Legal Environment of Business	2
ACC 384 Applied Accounting and Finance	4
MKM 386 Marketing Principles	4
BUS 388 Business Analytics, Tools & Techniques	4
MKM 450 Innovation and Systems Thinking	4
MKM 452 Integrated Promotional Strategy	4
MKM 454 New Media Literacy and Social Media	4
MKM 456 Marketing Information and Analysis	4
MKM 490 Business Strategy Plan	4
Required General Education and General Elective Credits to complete the BA in Marketing	
Theology: 2 courses, 3 credits each. Must be completed at CSP	6
General Elective Credit	10
Minimum Total Credits to complete at CSP	56
<i>*see www.csp.edu/transfer for important transfer policies</i>	

Guide approved 04/2020, RS/OA



Step 3: Graduate with your Bachelor of Arts in Marketing at Concordia University, St. Paul!



TRANSFER GUIDE