



TRANSFER GUIDE

Dougherty Family College to Concordia University, St. Paul Bachelor of Science in Marketing

Students who plan to complete a **BS in Marketing** on campus 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 BS in Marketing Course Requirements	Credits
ECO 101 America in the Global Economy: Macroeconomics	4
MAT 110 Introduction to Probability and Statistics	3
ECO 102 Microeconomics	2
MAN 120 Business Fundamentals and Entrepreneurship	2
CSC 121 Basics of Technology in Business	2
ACC 201 Principles of Financial Accounting	4
MAN 201 Business Analytics	2
MAN 202 Analytics, Modeling, and Techniques	2
MAN 204 Legal Environment of Business	2
FIN 301 Corporate Finance I	4
MAN 301 Organizational Behavior	4
MAR 301 Principles of Marketing	4
MAR 413 Marketing Research	4
MAR 414 Marketing Strategy	4
MAN 401 Business Strategy and Ethics	4
MAN 499 Senior Outcomes	0
Electives: Choose 12 credits from the following	
MAR 312 Consumer Behavior	4
MAR 313 Advertising and Promotions	4
COM 320 Media and Public Relations	4
MAR 470 Digital Marketing	2
MAR 471 Global Marketing	2
Required General Education & General Elective Credits to complete the BS in Marketing	
Theology: 2 courses, must be completed at CSP	6-8
General Elective Credit	0
<i>*see www.csp.edu/transfer for important transfer policies</i>	

Guide approved 4-2020, OA/GS



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