

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



Step 1: Complete the Business Transfer Pathway AS degree at Saint Paul College and the following Marketing major courses (60 cr):

Marketing Majors may complete the following requirements at Saint Paul College*		
Major courses that can be completed at Saint Paul College	Credit	How the course transfers to Concordia University, St. Paul with successful completion at SPC*
ACCT 2410 Financial Accounting	4	ACC 384 Applied Accounting and Finance
BUSN 1410 Introduction to Business	3	MAN 120 Business Fundamentals & Entrepreneurship
BUSN 2110 Principles of Marketing	3	MKM 386 Marketing Principles
BUSN 2450 Management Fundamentals	3	BUS 380 Organizational Behavior
BUSN 2470 Legal Environment of Business	3	MAN 204 Legal Environment of Business



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* (30 cr)



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

Concordia University, St. Paul BA in Marketing Course Requirements	Credits
BUS 388 Business Analytics, Tools, and Techniques	4
MKM 450 Innovation and Systems Thinking	4
MKM 452 Integrated Promotional Strategy	4
MKM 454 New Media Literacy & Social Media	4
MKM 490 Business Strategy Plan	4
MKM 456 Marketing Information and Analysis	4
Required General Education Credits to complete the BA in Marketing	
Theology: 2 courses, 3 credits each. Must be completed at CSP	6
Minimum Total Credits to complete at CSP	30
*see www.csp.edu/transfer for important transfer policies	

Effective Fall 2019; approved 04-2020, GS/OA