

## 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):

Marketing Majors may complete the following requirements at Saint Paul College* <i>Students may choose to complete up to half of the 52 credit Marketing BS major at SPC. Pre/co-requisites are not included in this total.*</i>		
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*
ECON 1720 Macroeconomics	3	ECO 101 Macroeconomics ( <i>pre/co-requisite</i> )
MATH 1740 Introduction to Statistics	4	MAT 110 Intro to Probability and Statistics ( <i>pre/co-requisite</i> )
ACCT 2410 Financial Accounting	4	ACC 201 Principles of Financial Accounting
BUSN 1410 Introduction to Business	3	MAN 120 Business Fundamentals & Entrepreneurship
BUSN 2110 Principles of Marketing	3	MAR 301 Principles of Marketing
BUSN 2450 Management Fundamentals	3	MAN 301 Organizational Behavior
BUSN 2470 Legal Environment of Business	3	MAN 204 Legal Environment of Business
BTEC 1421 Business Information Application 1	3	CSC 121 Basics of Technology in Business
ECON 1730 Microeconomics	3	ECO 102 Microeconomics
BUSN 1760 Principles of Finance	4	FIN 301 Corporate Finance I



**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:

Concordia University, St. Paul BS in Marketing Course Requirements	Credits
MAN 201 Business Analytics	2
MAN 202 Analytics, Modeling, and Techniques	2
Choose 12 credits: MAR 312 Consumer Behavior (4 cr) MAR 313 Advertising and Promotions (4 cr) MAR 470 Digital Marketing (2 cr) MAR 471 Global Marketing (2 cr) COM 320 Media & Public Relations (4 cr)	12
MAR 413 Marketing Research	4
MAR 414 Marketing Strategy	4
MAN 401 Business Strategy and Ethics	4
MAN 499 Senior Outcomes	0
<b>Required General Education Credits to complete the BS in Marketing</b>	
Theology: 2 courses, 3-4 credits each. Must be completed at CSP	6
<b>Minimum Total Credits to complete at CSP</b>	<b>34</b>
<i>*see <a href="http://www.csp.edu/transfer">www.csp.edu/transfer</a> for important transfer policies</i>	
Approved 04-2020, OA/GS	