

Pathway Program for Students Planning to Transfer to
Marshall University's College of Business

MARKETING
BridgeValley Community & Technical College Associate in Applied Science
Marshall University, BBA in Marketing

FIRST YEAR	
<p>First Semester</p> <p>ENGL 101 English Composition I (ENG 101) 3</p> <p>MRKT 173 Professional Selling (MKT 231)..... 3</p> <p>MRKT 175 Advertising (JMC 245)..... 3</p> <p>BUSN 106 Introduction to Business (MGT 100)..... 3</p> <p>MATH 130 College Algebra (MTH 130)..... 3</p> <p>TOTAL CREDITS..... 15</p>	<p>Second Semester</p> <p>ENGL 102 English Composition II¹(ENG 201) 3</p> <p>A TEC 115 Fund of Bus Computer Apps (MIS 200)..... 3</p> <p>MRKT 205 Fundamentals of Marketing² (MKT 340)..... 3</p> <p>ACCT 215 Financial Accounting (ACC 215) 3</p> <p>MGMT 202 Principles of Management³ (MGT 320)..... 3</p> <p>TOTAL CREDITS..... 15</p>
SECOND YEAR	
<p>Third Semester</p> <p>ECON 202 Principles of Macroeconomics (ECN 253) 3</p> <p>MRKT 220 Social Media Marketing (MGT 2XX)..... 3</p> <p>BUSN 230 Business Comm. and Ethics (CMM 207)..... 3</p> <p>ACCT 216 Managerial Accounting (ACC 216)..... 3</p> <p>BST 263 Business Statistics (MGT 218) 3</p> <p>TOTAL CREDITS..... 15</p>	<p>Fourth Semester</p> <p>ECON 201 Principles of Microeconomics (ECN 250) 3</p> <p>MRKT 250 Marketing Management (MKT 2XX) 3</p> <p>BIOL 101 General Biology (BSC 103)..... 3</p> <p>BIOL 102 Principles of Biology Lab (BSC 104) 1</p> <p>BUSN 201 Business Law (LE 207)..... 3</p> <p>BST 298 Business Studies Seminar (UNC2XX)..... 1</p> <p style="padding-left: 20px;">Restricted Elective 1</p> <p>TOTAL CREDITS..... 15</p>
Transfer to Marshall University College of Business after Completion of Associate Degree Requirements	
<p>Fifth Semester</p> <p>MKT 371 International Marketing (“C” or better)..... 3</p> <p>MKT 341 Promotion Management..... 3</p> <p>ENG 204 Writing for the Workplace (WI) 3</p> <p>MIS 290 Principles of MIS..... 3</p> <p>PSY 201 General Psychology (CT) 3</p> <p>TOTAL CREDITS..... 15</p>	<p>Sixth Semester</p> <p>MKT 350 Supply Chain Logistics..... 3</p> <p style="padding-left: 20px;">Marketing Elective⁴..... 3</p> <p>FIN 323 Principles of Finance 3</p> <p style="padding-left: 20px;">CMM Studies Elective..... 3</p> <p style="padding-left: 20px;">Fine Arts Elective 3</p> <p>TOTAL CREDITS..... 15</p>
<p>Seventh Semester</p> <p>MKT 437 Consumer Behavior 3</p> <p style="padding-left: 20px;">MKT Elective⁴..... 3</p> <p>MKT 442 Marketing Research..... 3</p> <p style="padding-left: 20px;">MKT Elective⁴..... 3</p> <p style="padding-left: 20px;">Free Elective..... 3</p> <p>TOTAL CREDITS..... 15</p>	<p>Eighth Semester</p> <p>MGT 465 Marketing Management⁵..... 3</p> <p>MGT 460 Strategic Management⁶..... 3</p> <p style="padding-left: 20px;">MKT Elective⁴..... 3</p> <p style="padding-left: 20px;">Humanities Elective..... 3</p> <p style="padding-left: 20px;">Free Elective 3</p> <p>TOTAL CREDITS..... 15</p>

- ¹ Must have a grade of “C” or better in ENGL 102 (ENG 102).
- ² MRKT 205 must be validated to receive credit for MKT 340 by taking MKT 371 and receiving a grade of “C” or better; or by passing a MKT exam provided by the COB; or by re-taking MKT 340 at Marshall for upper division credit.
- ³ MGMT 202 must be validated to receive credit for MGT 320 by taking MGT 422 and receiving a grade of “C” or better; or by passing a MGT exam provided by the COB; or by re-taking MGT 320 at Marshall for upper division credit.
- ⁴ MKT Electives can be any 300 or 400 level MKT courses that are not already required.
- ⁵ This is the capstone course for all Marketing majors. It can only be taken during the senior year after all prerequisites are met.
- ⁶ This is the capstone course for all College of Business majors. It is normally taken in the graduating semester.