Granite State College

B.S. MARKETING TRANSFER PATHWAY

If you have an associate degree in Human Resources, Management or Liberal Arts/General Studies from a regionally accredited college or university, your pathway is the Bachelor of Science in Marketing degree.

STEP 1: Complete Your Associate Degree
To maximize transfer credit for the B.S. in Marketing at Granite State, you will need the following:

Great Bay Community College
- ACCT 223G: Intermediate Accounting I
- BUS 114G: Management
- MKTG 125G: Principles of Marketing

Lakes Region Community College
- BUS 2310L: Principles of Management
- BUS 2600L: Principles of Marketing

Manchester Community College
- ACCT 113M: Accounting and Financial Reporting I
- BUS 114M: Management
- MKTG 125M: Principles of Marketing: A Global Perspective

Nashua Community College
- BUS 104N: Principles of Marketing
- BUS 110N: Principles of Management

NHTI Concord’s Community College
- ACCT 206C: Intermediate Accounting II
- BUS 170C: Principles of Marketing
- BUS 270C: Principles of Management

River Valley Community College
- ACCT 204R: Introduction to Finance
- BUSC 104R: Principle of Marketing
- BUSC 110R: Principles of Management

White Mountains Community College
- ACCT 114W: Financial Accounting
- MGMT 212W: Marketing
- MGMT 214W: Management

Granite State College accepts up to 90 credits in transfer.

STEP 2: Complete Year 3 and 4 Requirements at Granite State College

Upon transfer, students will complete the following requirements at Granite State College for the Bachelor of Science in Marketing.
- COMM 601: Trends in Digital and Social Media
- CRIT 502: Conducting Critical Inquiry
- ENG 600: Expository Writing or ENG 601: Writing for the Professions
- MATH 504: Statistics or MGMT 568: Strategic Data Analysis
- MGMT 566: Organizational Behavior
- MGMT 624: Managing Information Technology or MGMT 626: Project Management Strategies
- MGMT 625: Legal and Ethical Issues in Business Management
- MGMT 629: Global Marketing
- MKTG 515: Marketing Research
- MKTG 615: Brand Management
- MKTG 617: Consumer Behavior
- MGMT 618: Sales Management, MKTG 616: Service Marketing, or COMM 602: Media and Strategic Communications
- MGMT 650: Integrative: Strategic Management
- Elective credit (as needed to reach 120 total credits)

Note: If students do not have recommended pathway courses in transfer, they can be taken at Granite State College in lieu of elective courses. Additional Marketing degree requirements may be met in transfer by courses taken in the associate degree.