

B.S. Marketing Transfer Pathway

We have partnered with **Great Bay Community College** to offer a Pathways Program that allows you to seamlessly transfer to Granite State College. Use this document to maximize your transfer credit at your community college and prepare for your bachelor's degree at Granite State College.

WHY GRANITE STATE COLLEGE?

- Accepts up to 90 credits in transfer
- Top-ranked among the nation's Best Online Bachelor's Degree Programs by *U.S. News & World Report*
- Built for students balancing work, school, and other commitments

ELIGIBLE MAJORS

This pathway is best suited for those with an associate degree in Business Administration, Digital Media Communications, Liberal Arts, or a closely related field.

COURSES TO TAKE AT GBCC	GSC EQUIVALENTS
MKTG 101G Introduction to Marketing	MKTG 514 Principles of Marketing

These courses fulfill critical degree requirements for this degree at Granite State College. We accept many additional courses from CCSNH institutions.

COURSES TO TAKE AT GRANITE STATE COLLEGE	
APST 505	Career Development and Life Planning (2 credits)
ARTS 512	Fundamentals of Design
CMPL 502	Excel (2 credits)
COMM 547	Writing for Visual Media
CRIT 602	Advanced Critical Analysis and Strategic Thinking
DATA 510	Introduction to Data Analytics
IDIS 601	Interdisciplinary Seminar
MGMT 569	Budget Management
MKTG 515	Marketing Research
MKTG 520	Social Media Marketing
MKTG 612	Agile Marketing
MKTG 615	Digital Storytelling and Brand Management
MKTG 617	Consumer Behavior
MKTG 618	Sales Management
MKTG 620	Digital Advertising
MKTG 623	Marketing Design and Usability
Elective Credit:	As needed to reach 120 total credits
Choose One Capstone:	MGMT 651 Integrative Capstone: Industry-Based Internship <u>or</u> MGMT 660 Integrative Capstone Industry-Based Project

An advisor at Granite State College will provide you with the best possible guidance for course selections each term.

PLEASE NOTE

- Granite State College accepts up to 90 credits in transfer
- Courses must be completed with a grade of "C" or better to be eligible for transfer credit
- Students who lack the courses from their community college can take equivalent courses at Granite State College in lieu of elective courses
- Additional degree requirements may be met in transfer by courses taken in the associate degree
- Course titles, names, and/or sequencing are subject to change
- Please note that four Upper Level (600-level) courses in your major **MUST** be taken at Granite State College