

B.S. Marketing Transfer Pathway

We have partnered with **Lakes Region 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 Management, Graphic Design, a closely related field, or Liberal Arts/General Studies.

COURSES TO TAKE AT LRCC	GSC EQUIVALENTS
BUS 260L Principles of Marketing	MGMT 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