

B.S. Marketing Transfer Pathway

We have partnered with **NHTI Concord's 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, Liberal Arts/General Studies, or a closely related field.

COURSES TO TAKE AT NHTI	GSC EQUIVALENTS
BUS 170C Principles of 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