

## B.S. Marketing Transfer Pathway

We have partnered with **River Valley 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, Liberal Arts, or a closely related field.

| COURSES TO TAKE AT RVCC          | GSC COURSE EQUIVALENTS           |
|----------------------------------|----------------------------------|
| BUS 260R 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   |
| <b>Elective Credit:</b>                  | As needed to reach 120 total credits  |
| <b>Choose One Capstone:</b>              | 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