

North Hennepin Community College to Concordia University, St. Paul Bachelor of Arts in Marketing (Adult Undergraduate, Online)



Step 1: Complete an Associate's degree at North Hennepin Community College and the following Marketing major courses (60 cr):

Marketing Majors may complete the following requirements at North Hennepin Community College*		
Major courses that can be completed at North Hennepin Community College	Credit	How the course transfers to Concordia University, St. Paul with successful completion at NHCC*
BUS 1100 Introduction to Business	3	MAN 120 Business Fundamentals & Entrepreneurship
BUS 1300 Legal Environment of Business	3	MAN 204 Legal Environment of Business
BUS 2200 Principles of Management	3	BUS 380 Organizational Behavior
BUS 2600 Principles of Marketing	3	MKM 386 Marketing Principles
ACCT 2111 Financial Accounting	4	ACC 384 Applied Accounting and Finance



Step 2: Complete the remaining general education requirements (MnTC Goal Areas) not met by an AS or AAS degree and any remaining electives through NHCC or CSP* (30 cr)



Step 3: Complete the following minimum requirements* at Concordia University:

Concordia University, St. Paul BA in Marketing Course Requirements	Credits
BUS 388 Business Analytics, Tools, and Techniques	4
MKM 450 Innovation and Systems Thinking	4
MKM 452 Integrated Promotional Strategy	4
MKM 454 New Media Literacy & Social Media	4
MKM 456 Marketing Information and Analysis	4
MKM 490 Business Strategy Plan	4
Required General Education Credits to complete the BA in Marketing	
Theology: 2 courses, 3 credits each. Must be completed at CSP	6
Minimum Total Credits to complete at CSP	30
*see www.csp.edu/transfer for important transfer policies	
Approved 04-2020, OA/GS	