

Associate of Applied Business, Business Management Marketing Focus to Bachelor of Business Administration in Marketing

2021-2022 Academic Bulletin Suggested Transfer Plan at Eastern Gateway Community College

First Semester			Second Semester		
		Credits			Credits
CSS 106	Succeeding in College (OE100)	1	ACC 100	Office Accounting (ACC210)	4
BUS 101	Introduction to Business (MGT121)	3	BUS 201	Principles of Marketing (MKT151)	3
CIS 101	Personal Computer Applications (CST111)	3	MGT 201	Principles of Management (MGT201)	3
ECO 102	Microeconomics (ECO222)	3	PSC 101	American Government (POL101)	3
ENG 101	English Composition I (ENG141)	3	BUS 205	Advertising and Promotions (MKT252)	3
BUS 207	Salesmanship (MKT354)	3			
		16			16

Third Semester			Fourth Semester		
		Credits			Credits
BUS 211	Social Media Marketing (MKT370)	3	MGT 206	Capstone (MKT200)	3
COM 101	Public Speaking (COM130)	3	MGT 208	Human Resources Management (MGT317)	3
ENG 103	Business Communications (COM100)	3	MTH 120	College Algebra (MAT185)	4
MGT 202	Organizational Behavior (MGT301)	3	BUS 209	Customer Service (MGT200)	3
PSY 101	General Psychology (PSY101)	3	MGT 210	Leadership Development and Team Building (MGT200)	3
		15			16

Associate of Applied Business Total Hours: 63 Suggested Pathway at Tiffin University:

Fifth Semester			Sixth Semester		
		Credits			Credits
ENG 142	Rhetoric and Academic Writing	3	Humanities Elective	Humanities Elective	3
MAT 273	Applied Statistics I	3	CST 285	Spreadsheet Applications and Data Analysis for Decision Making	3
DEC 250	Engage and Explore	3	ECO 221	Principles of Macroeconomics	3
NAT 130	Foundations of Healthy Living	3	FIN 301	Business Finance	3
		12			12

Seventh Semester			Eighth Sem.		
		Credits			Credits
ACC 228	Managerial Accounting	3	DEC 300	Connect	3
LAW 211	Business Law	3	MKT 357	Business Marketing	3
MKT 253	Marketing Communications	3	MKT 402	Marketing Research	3
MKT 350	Retailing Management	3	MKT 404	Global Marketing	3
		12			12

Ninth Semester		
		Credits
DEC 400+L	Impact and ePortfolio	4
MGT 495	Organizational Strategy	3
MKT 470/ MKT 495	Internship/ Marketing Research Project	3
		7

Bachelor of Business Administration in Marketing is awarded once the student has completed the AAB in Business Management, 48 hours from Tiffin, and the additional coursework listed above. A minimum of 121 credits must be earned.

A grade of "C: or better, or a "Pass" in a Pass/Fail transcribed course must be achieved to receive transient transfer credit.

This Transfer Pathway represents one example of how to complete the AAB and BBA degrees. Students should work closely with advisors at both institutions to discuss options. Students should work with a **Tiffin University** advisor to identify a minor or a second major/etc. A **Tiffin University** advisor can also assist students with developing a graduation plan for full- or part-time study.

***Course sequence may change based on the individual needs of the student and schedule type required.**

***How the courses transfer from Eastern Gateway Community College to Tiffin University is indicated in parenthesis in each semester completed at Eastern Gateway Community College**

Benefits:

- Students can select the frequency of their courses and the delivery method at Tiffin as there are multiple options from which to choose.

All students must complete:

- A minimum of 121 semester hours (combined coursework from Eastern Gateway Community College and Tiffin University) completed.
- A minimum of 48 semester hours completed at a 4-year institution with 30 of these semester hours being completed with Tiffin University. All 300/400 level course work is to be completed at Tiffin University.

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