

Transfer Guide – Methodist University – 2023-24 Academic Year



Degree: AAS

Degree: BS

Major: Business Administration/Marketing

Major: Marketing

Credits completed in transfer: 64

Credits completed at Methodist U: 60

The marketing curriculum allows students to solve marketing problems and face challenges in the modern marketing environment. Planning and analysis of strategies for products and/or services are also emphasized (live local case studies may be incorporated as part of individual courses), technology will be used for gathering, analyzing, and delivering information to decision makers. Marketing majors from Methodist University graduate prepared to begin graduate study or for entry-level positions in areas such as marketing management, digital marketing, marketing communications, and sales. Learn more at

<https://www.methodist.edu/academics/program/marketing/>

Fall Semester I Courses	Credits	Methodist University Equivalencies
ACA 122 College Transfer Success	1	Non-transferable
BUS 110 Introduction to Business	3	BUS 2000 Introduction to Business
MKT 120 Principles of Marketing	3	MKT 1510 Principles of Marketing
CIS 110 Introduction to Computers	3	CSC 1000 Computer Literacy: Intro to Computers & Info
ENG 111 Writing and Inquiry	3	ENG 1010 Composition
MKT 223 Customer Service	3	General elective
Total Semester Credit Hours	15	

Spring Semester I Courses	Credits	Methodist University Equivalencies
BUS 115 Business Law I	3	Business major elective
MAT 143 or 152 Mathematics elective	3-4	Fulfills Mathematics general education core requirement
MKT 122 Visual Merchandising	3	MKT ELE Marketing program elective
MKT 123 Fundamentals of Selling	3	General elective
MKT 220 Advertising and Sales Promotion	3	MKT 3800 Advertising and Promotion
Total Semester Credit Hours	15-16	

Summer Semester Courses	Credits	Methodist University Equivalencies
BUS 137 Principles of Management	3	BUS 1510 Management and Organization
ENG 112 Writing and Research in the Disciplines or COM 120/231 Intro Interpersonal Comm/Public Speaking	3	ENG 1040 Composition and Rhetoric or CME 1500 Interpersonal Communication/CME 1510 Speech Communication
Total Semester Credit Hours	6	

Fall Semester II Courses	Credits	Methodist University Equivalencies
ACC 120 Principles of Financial Accounting	4	ACC 1510 Principles of Financial Accounting
ECO 251 Principles of Microeconomics	3	ECO 1520 Principles of Microeconomics
MKT 221 Consumer Behavior	3	MKT 4000 Consumer Behavior
MKT 232 Social Media Marketing	4	MKT ELE Marketing program elective
Major elective	3	General elective
Total Semester Credit Hours	17	

Spring Semester II Courses	Credits	Methodist University Equivalencies
ECO 252 Principles of Macroeconomics	3	ECO 1510 Principles of Macroeconomics
MKT 225 Marketing Research	3	MKT 3900 Marketing Research
MKT 227 Marketing Applications	3	MKT ELE Marketing program elective

ART 111, 114, 115; DRA 111; MUS 110 or 112	3	Fulfills Fine Arts general education core
Major elective	1	General elective
Total Semester Credit Hours	12*	
Completion of AAS Degree: 64 transferable credit hours		*Limit of 64 credits in transfer

Methodist University

5th Semester Courses

ENG 1040 or CME communications elective
WEL 2180 Fitness & Nutrition
BUS 2160 Statistics for Business and Economy
ACC 1520 Principles of Managerial Accounting
General electives
IDS 2100 Reading Circle

Total Semester Credit Hours

Credits

3
3
3
3
2
1

15

Transfer students with 12+ total transferable credits earned after high school graduation will be waived from the following requirements:

MUJ 1100
MUJ 2200
MUJ 3300

All courses must be graded "C" or better to transfer.

A maximum of 64 credits are accepted from community college coursework.

6th Semester Courses

BUS 3320 Managerial Finance
Religion Elective with Global Perspective
Natural Sciences elective
History elective
General elective

Total Semester Credit Hours

Credits

3
3
3
3
3

15

Library Competency (zero credits) must be completed within the first semester at Methodist University.

Methodist University reserves the right to correct any errors found in this guide and to update this information as curriculum changes.

Applicants are expected to demonstrate overall success at all former institutions attended and must be eligible to return to the last postsecondary institution attended. In addition, transfer applicants must provide Methodist University with official copies of all high school transcripts, high school equivalency diploma/test results, and postsecondary transcripts.

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7th Semester Courses

MKT 4550 Marketing Technologies
Natural Sciences elective
Literature elective
BUS 3520 Business Law I
General elective

Total Semester Credit Hours

Credits

3
3
3
3
3

15

8th Semester Courses

BUS 4700 Business Strategy
MKT 4700 Marketing Strategy
General electives

Total Semester Credit Hours

Credits

3
3
9

15

Completion of BAS Degree: 124 credit hours