

**AAS IN MARKETING  
RECOMMENDED GTC COURSES**

**First Semester**

COURSE	COURSE TITLE	CREDITS
CPT 101	Introduction to Computers <sup>1</sup>	3
ENG 101	English Composition I	3
MAT 102	Intermediate Algebra	3
MKT 101	Marketing	3

**Total: 12**

**Second Semester**

COURSE	COURSE TITLE	CREDITS
ACC 101	Accounting Principles I	3
ECO 210 or ECO 211	Macroeconomics <sup>2</sup> or Microeconomics <sup>2</sup>	3
MKT 130	Customer Service Principles	3
SPC 205	Public Speaking	3
	Required Humanities Course <sup>3</sup>	3

**Total: 15**

**Third Semester**

COURSE	COURSE TITLE	CREDITS
BUS 121	Business Law I	3
MGT 270	Managerial Communications	3
MKT 240	Advertising	3
MKT 120	Sales Principles	3

**Total: 12**

**Fourth Semester**

COURSE	COURSE TITLE	CREDITS
BUS 250	Introduction to International Business	3
MGT 101	Principles of Management	3
MKT 245	Promotional Strategies	3
MKT 268	Marketing Research	3
	Required Elective <sup>4</sup>	3

**Total: 15**

**Fifth Semester**

COURSE	COURSE TITLE	CREDITS
MKT 260	Marketing Management	3
	Required Elective <sup>4</sup>	3

**Total: 6**

**Degree TOTAL: 60**

**EQUIVALENT SWU COURSE<sup>5</sup>  
TRADITIONAL OR ADULT PROGRAM**

COURSE	COURSE TITLE	CREDITS
CPSC 1103	Introduction to Computers & Information Processing	3
ENGL 1003	Freshman English I	3
MATH 1023	Algebra	3
MGMT 3503	Principles of Marketing	3

COURSE	COURSE TITLE	CREDITS
ACCT 2003	Principles of Accounting I	3
ECON 2063 or ECON 2053	Principles of Macroeconomics or Principles of Microeconomics	3
	Transferrable Supplemental Course	3
ENGL 2103	Speech Communication	3
	Transferrable General Education Course	3

COURSE	COURSE TITLE	CREDITS
MGMT 3203	Business Law I	3
BUSI 2093	Business Communication	3
	Transferrable Supplemental Course	3
	Transferrable Supplemental Course	3

COURSE	COURSE TITLE	CREDITS
	Transferrable Supplemental Course	3
MGMT 3313	Principles of Management	3
	Transferrable Supplemental Course	3
	Transferrable Supplemental Course	3
	Transferrable General Education Course	3

COURSE	COURSE TITLE	CREDITS
	Transferrable Supplemental Course	3
	Transferrable General Education Course	3

**Total Transferrable to SWU: 60**

<sup>1</sup>Course must have been taken within the past five years in order to transfer to SWU.

<sup>2</sup>Preferred Course if transferring to SWU (meets core requirement).

<sup>3</sup>To meet SWU general education requirement, recommended to take one history (any HIS course) or one fine arts course (MUS 105, ART 101, 107 or 108). Otherwise transfers as an elective if taken in Arts & Sciences.

<sup>4</sup>Recommended to take ART 101 or ENG 102 to meet SWU general education requirement; for core requirement ECO 210 or ECO 211.

<sup>5</sup>Note that GTC courses must be completed with a grade of C- or better to transfer.

**Note that a maximum of 68 credits from 2-year colleges will count toward a baccalaureate degree at Southern Wesleyan University.**

## ADDITIONAL SWU COURSES REQUIRED FOR BS IN BUSINESS ADMINISTRATION

### Additional General Education Requirements

COURSE	COURSE TITLE	CREDITS
HIST 1063	Survey of World Civilization <sup>6</sup>	3
ASTH 2053	Aesthetics <sup>7</sup>	3
BIBL 1013	Old Testament Survey	3
BIBL 1023	New Testament Survey	3
ENGL 1013	Freshman English II <sup>8</sup>	3
BIOL 1104	Biology for Non-Majors	4
RELG 2403	Basic Christian Beliefs	3
SEMR 2551	Personal Wholeness II (or SEMR 2013) <sup>9</sup>	1 (3)
SEMR 3551	Personal Wholeness III (or SEMR 2403) <sup>9</sup>	1 (3)
SEMR 4551	Personal Wholeness IV (or SEMR 3003) <sup>9</sup>	1 (3)

**Sub-Total: 25-31**

### Additional Core Requirements

COURSE	COURSE TITLE	CREDITS
ACCT 2013	Principles of Accounting II	3
ECON 2063 or ECON 2053	Principles of Macroeconomics <sup>8</sup> or Principles of Microeconomics <sup>8</sup>	3
STAT 3123	Statistics for Accounting and Business	3
BUSI 3403	Management Information Systems	3
MGMT 3613	Managerial Finance I	3
MGMT 3623	Managerial Finance II	3
MGMT 4403	Management Policy	3
MGMT 4501	Business Seminar I (or MGMT 4893) <sup>10</sup>	1 (3)

**Sub-Total: 25-27**

**TOTAL (GTC courses plus SWU courses): 110-118**

**Required for SWU Graduation: 120**

<sup>6</sup> Met if GTC Humanities requirement or elective includes any HIS course.

<sup>7</sup> Met if GTC Humanities requirement or elective includes MUS 105, ART 101, 107 or 108.

<sup>8</sup> Met if equivalent course taken at GTC.

<sup>9</sup> SEMR 2013, 2403, and 3003 are 3 credit courses in the Adult Program only. SEMR 2551, 3551, and 4551 are 1 credit courses in the Traditional Program only.

<sup>10</sup> MGMT 4501 is a 1 credit course in the Traditional Program only. MGMT 4893 is a 3 credit course in the Adult Program only.

Southern Wesleyan University offers options for completing your bachelor's degree in a flexible format that seeks to integrate academic excellence and Christian faith. Programs through the traditional campus offer flexibility and options. The adult evening programs offered in both Central and Greenville permit working adults to complete the program in a timely manner through attending class one night per week year-round. For more information or to apply visit [www.swu.edu](http://www.swu.edu) or contact SWU's admissions office toll free at 877-644-5556.

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