

Coker University: Bachelor's of Science in Business Management

Marketing Curriculum Crosswalk (from 2016-2018 MTC Catalog)

Midlands Technical College		Coker University	
Course Number and Course Title	Credit Hour	Course Number and Course Title	Credit Hour
Midlands Technical College General Education Requirements (5 courses = 15 credit hours)			
ECO 210: Macroeconomics	3	BM 220: Economic Concepts	3
ENG 101: English Composition I	3	ENG 111: Composition & Rhetoric 1	3
ENG 102: English Composition II	3	ENG 112: Composition & Rhetoric 2	3
MAT 155: Contemporary Mathematics	3	Meets math prerequisite requirement - Only fulfills this requirement if associate degree is earned	3
Humanities course	3	General Education Course	3
Midlands Technical College Major Core Course Requirements (5 courses = 15 credit hours)			
ACC 101: Accounting Principles I	3	BM 210: Survey of Accounting	3
BUS 121: Business Law I	3	BM 250: Business Law	3
CPT 170: Microcomputer Applications	3	CC 130: Technology Literacy	3
MGT 101: Principles of Management	3	BM 240: Survey of Management	3
MKT 101: Marketing	3	BM 230: Survey of Marketing	3
Midlands Technical College Major Core Course Requirements (9 courses = 27 credit hours)			
ACC 102: Accounting Principles II	3	Business Elective	3
BAF 201: Principles of Finance	3	BM 320: Business Finance	3
BUS 130: Business Communications	3	Business Elective	3
BUS 240: Business Statistics	3	MAT 203: Elementary Statistics	3
MKT 110: Retailing	3	Business Elective	3
MKT 120: Sales Principles	3	Business Elective	3
MKT 240: Advertising	3	Business Elective	3
MKT 260: Marketing Management	3	Business Elective	3
MKT 270: Internet Research and Marketing	3	Business Elective	3
Approved General Elective	3	Business Elective	3
Hours completed at Midlands Technical College	60	Hours transferred to Coker University	60
<i>Note: Earned grades of "D" or "F" do not transfer</i>			
Remaining Courses to complete through the Coker University Bridge Program			
In-Seat Courses Taught at Midlands (or Online)		General Education Courses Taught Online	
Course Number and Course Title	Credit Hour	Course (available courses determined by Coker)	Credit Hour
BM 310: Financial Statement Analysis	3	COM 101: Speech Communication	3
BM 340: Operations Management	3	Complete 3 courses from Integrated Knowledge	9
BM 341: Human Resources and Organizations	3	Complete 3 courses from Engaged Learning	9
BM 350: Leadership and Professional Ethics	3	Complete 1 course from Capital Course	3
BM 360: Management Information Systems	3	Four General Electives - Transfer credit awarded from MTC Humanities, Management, or Marketing areas	12
BM 361: Applied Business Information Management	3		
BM 370: Global Business	3		
BM 440: Business Policies	3		
Majors courses completed with Coker	24	General education courses completed with Coker	36
In order for Coker University to confer a degree, the student must complete 25% (30 hours) of their coursework through Coker University.			