

For students planning to transfer to The College of St. Scholastica and major in Marketing the following transfer guidelines are provided. The table below lists The College of St. Scholastica's Marketing major requirements along with equivalent courses at Rochester Community and Technical College.

The College of St. Scholastica accepts the Minnesota Transfer Curriculum (MnTC) as satisfying the College's general education requirements except for the religious studies and integrations requirement.\* The religious studies requirement can be fulfilled by an approved transfer course (see below).

<b>Rochester Community and Technical College Equivalent or Substitution</b>	<b>The College of St. Scholastica B.A. Requirements (Marketing Major)</b>
The Minnesota Transfer Curriculum (MnTC)	The MnTC satisfies the College's general education requirements except for a religious studies course and an integrations course*
PHIL 1160 Philosophy of Religion or students can complete the requirement at The College of St. Scholastica (CSS)	Religious Studies
Complete at CSS	Upper Division Integrations Course
<b>Marketing Major Requirements</b>	
ACCT 2217 Financial Accounting	ACC 2210 Principles of Financial Accounting
ACCT 2218 Managerial Accounting	ACC 2220 Principles of Managerial Accounting
Complete at CSS	CIS 3205 Information Systems
ECON 2214 Principles of Econ: Micro	ECN 2230 Principles of Microeconomics
BUS 2232 Principles of Management	MGT 2120 Principles of Management
Complete at CSS	MGT 3130 Quantitative Methods
Complete at CSS	MGT 3240 Human Resource Management
BUS 2201 Principles of Marketing	MKT 2320 Principles of Marketing
Complete at CSS	MKT 3320 Marketing on the Internet
BUS 2202 Promotional Strategies	MKT 3340 Market Promotion
Complete at CSS	MKT 3350 Designing Successful Products
Complete at CSS	MKT 3370 Services Marketing
Complete at CSS	MKT 3380 Logistics & Distribution Channels
Complete at CSS	MKT 4360 Marketing Strategy
Complete at CSS	MGT 3354 Management Ethics
Complete at CSS	Upper Division Marketing Electives (8 cr.)

This information is provided as a guide and is subject to the transfer policy noted in the college catalog in effect at the time of admission to the College. \*Students admitted as first-year students must also complete the Dignitas requirement.

## Bachelor of Arts Degree in Marketing

### About The College of St. Scholastica's Marketing Major

Many people think of marketing as advertising. In reality, this is only a small part of the profession. Graduates with marketing degrees may work in an advertising agency or within a corporate marketing department, and may work on product development, marketing plans, market research, analyzing and segmenting sales data, public relations and many other marketing-related tasks.

At The College of St. Scholastica we'll teach you to excel in the fields of advertising, public relations and sales; or in career within corporate marketing departments. The program also provides a solid foundation for graduate studies.

### The College of St. Scholastica's Marketing Program Benefits

- Designed for busy students who are balancing work, school, and personal commitments
- Offered in an accelerated term format
- Students work with an advisor to design a unique degree completion plan that fits their needs
- Preparation for continued study in a graduate degree program

### Transferring to The College of St. Scholastica from Rochester Community and Technical College

The College of St. Scholastica accepts credits in transfer to satisfy major requirements as noted in this guide. Grades earned must be a C or better for transfer. To transfer credits an official transcript must be sent directly to St. Scholastica.

### Career Opportunities

According to the Bureau of Labor Statistics, marketing and advertising-related jobs are projected to grow by 12 percent between 2008 and 2018. Employers will be particularly interested in people with new media experience in advertising, marketing and public relations.

### Requirements for Admission

- High school diploma or GED
- Cumulative GPA of at least 2.0 for entrance into the college

Note: Meeting minimum entrance requirements does not guarantee admission. The College may still consider applicants with a lower GPA through a special status committee; contact an admissions counselor to learn more.

### St. Scholastica Graduation Requirements

- Minimum 128 semester credits earned
- Minimum 42 upper division credits (at or above the 3000 level)
- Last 32 credits taken at The College of St. Scholastica;  
16 credits in the major
- Complete the requirements for general education and your major
- Achieve minimum GPA of 2.0 in the major and an overall "C" average
- Maximum number of PED credits that can count toward graduation is 8.

For more information contact:

**Brenda Panger**  
Transfer Admissions  
(800) 249-6412 ext. 6067  
bpanger@css.edu