



TRINE UNIVERSITY

Siena Heights Transfer Guide to BSBA - Marketing

85 hours total eligible for transfer. Only 35 hours left to complete 120 hours of program requirements.

Masters Degree

Start earning a masters degree as an undergraduate.

TRINE UNIVERSITY BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING (120 HRS)				
Siena Heights University BBA - Marketing				85
Trine University BSBA - Marketing				35
Total Credits				120
General Education Requirements – 39 hours			Transfer Institution Information	
Communication – 12 hrs.		Credits	Siena Heights Univ	Credits
ENG 143	College Composition	3	ENG 102	3
HUM 203	Humanities Seminar	3		
SP 203	Effective Speaking	3		
COM 213	Business Communication	3	BAM 201 or BAM 441	3
Humanities and Social Science – 9 hrs.				
ECO 213	Microeconomics	3	ECO 221	3
ECO 223	Macroeconomics	3	ECO 222	3
	Humanities Elective	3	PHILOSOPHY or RELIGIOUS STUDIES	3
Mathematics and Science – 12 hrs.				
MA 113	College Algebra	3	MAT 181	3
MA 163	Applied Math w/Business Concepts	3		
MA 253	Statistics	3	MAT 142 OR MAT 143 OR MAT 174	3
	Science Elective	3	SCIENCE ELECTIVE	3
Other – 6 hrs.				
PSY 113	Principles of Psychology	3		
BA 213	Excel Spreadsheets for Business	3		
	Additional Gen Ed if taking MAT 181	3	ENG 101	3
Business Core – 38 hrs.				
AC 203	Accounting I	3	ACC 203	3
AC 213	Accounting II	3	ACC 240	3
BA 123	Business Concepts	3	BAM 101	3
BA 201	Professional Development & Strategies	1		
BA 453	Global Strategic Management	3	BAM 479	3
FIN 303	Managerial Finance	3	FIN 340	3
FIN 353	Personal Finance	3		
LAW 203	Business Law & Ethics	3		
MGT 353	Designing Operations	3		
MGT 363	Organizational Behavior	3		
MGT 473 or BA 3113	Capsim Business Simulation or Business Internship	3		
MGT 483	Capstone	3		
MK 203	Marketing	3	MGT 310	3
UE 101	University Experience	1		
Concentration Requirements – 30 hrs.				
MK 323	Integrated Marketing Communication	3	MKT 351	3
MK 363	Commerce & Consumer Behavior	3	MKT 350	3
MK 423	Professional Selling	3	MKT 455	3
MK 433	Marketing Strategy	3	MKT 460	3
MK 463	Marketing Research	3	MKGT 436	3
	Marketing Elective 300/400 Level (Grad for MBA)	3	MKT 351	3
	Marketing Elective 300/400 Level (Grad for MBA)	3	MKT 460	3
	Business Elective 300/400 Level (Grad for MBA)	3	MGT 302	3
	Business Elective 300/400 Level (Grad for MBA)	3	MKT ELECTIVE	3
	Business Elective 300/400 Level (Grad for MBA)	3		
Additional Program Requirements – 13 hrs.				
BA 113	Business Computer Applications or Elective	3	BAM ELECTIVE	3
	Elective	3	FINE & PERFORMING ARTS	3
	Elective	3	ADDITIONAL COURSE	3
	Elective	3	ADDITIONAL COURSE	3
	Elective	1	ADDITIONAL COURSE	1
TOTAL		120		85

Transfer Policy

- Official transcripts and scores sent to Trine University.
- A grade of “C” or higher earned.