



ST. CLOUD STATE UNIVERSITY

SCTCC Business Transfer Pathway to SCSU B.S. in Marketing



BUSINESS TRANSFER PATHWAY AS TO BS IN MARKETING TRANSFER GUIDE

This guide is designed to help students who are pursuing the Business Transfer Pathway AS at SCTCC and want to receive a B.S. in Marketing degree at SCSU. A minimum of 60 college-level credits with a 2.0 GPA is required to complete the Business Transfer Pathway AS degree.

BUSINESS TRANSFER PATHWAY A.S. AT ST. CLOUD TECHNICAL & COMMUNITY COLLEGE (60 CREDITS)

RECOMMENDED MNTC COURSES at SCTCC:

Goal #: Minnesota Transfer Curriculum - MnTC	Credits	SCSU Equivalent Course	Credits
Goal 1: Written – ENGL 1312 Analytical Writing	4	ENGL 191 Analytical and Rhetorical Writing	4
Goal 1: Oral – Any CMST course	3	Goal Area 1 Requirement	3
Goal 3: 7 credits – 2 different disciplines – 1 with lab	7	Goal Area 3 Requirement	7
Goal 4: MATH 1360 College Algebra	3	MATH 112 College Algebra	3
Goal 4: MATH 1351 Intro to Statistics	4	STAT 103 Introduction to Statistics	4
Goal 5: ECON 2320 Introduction to Macroeconomics	3	ECON 205 Introduction to Macroeconomics	3
Goal 5: ECON 2330 Introduction to Microeconomics	3	ECON 206 Introduction to Microeconomics	3
Goal 6: 1 course Humanities and Fine Arts	9	Goal Area 6 Requirement	3
Goal 7: 1 course Human Diversity, Race Power and Justice in the US	3	Goal Area 7 Requirement	3
Goal 9: 1 course Ethical and Civic Responsibility	3	Goal Area 9 Requirement	3
MnTC All: Any Goal Area 1-10 course	3	Corresponding Goal Area	3

REQUIRED BUSINESS PATHWAY COURSES at SCTCC:

SCTCC Business Pathway Courses	Credits	SCSU Equivalent Course
ACCT 1215 Accounting Principles I	4	ACCT 291 Accounting I
ACCT 2229 Managerial Accounting	4	ACCT 292 Accounting II
BUSM 2275 Legal Environment of Business	3	BLAW 235 The Legal, Ethical and Global Environment of Business
CPTR 1210 Introduction to Computers	3	COMP 169 Introduction to Computers
SAMG 1215 Principles of Management	3	MGMT 201 Introduction to Professional Management
SAMG 1200 Principles of Marketing	3	MKTG 220 Introduction to Marketing

SCTCC Business Technical Elective Courses	SCSU Technical Electives
8 credits of Technical Electives from any combination of courses below	8 credits
Accounting Elective Options: ACCT 1216, ACCT 1219, ACCT 1220, ACCT 1225, ACCT 2226, ACCT 2230, ACCT 2231	
Finance Elective Options: FNCR 1201, FNCR 1215, FNCR 1250, FNCR 1260, FNCR2240, FNCR 2245	
Marketing Sales Management Options: SAMG 1206, SAMG 1211, SAMG 1221, SAMG 1251, SAMG 2245, SAMG 2255, SAMG 2270, SAMG 2280, SAMG 2285	

TRANSFER PROCESS

All transfer students should follow the admission procedures located at www.stcloudstate.edu/transfer to be admitted to St. Cloud State University.

****Please work with your SCTCC advisor as well as a SCSU Transfer Specialist to be sure you are meeting all specified requirements to transfer into the BS in General Business degree at SCSU.**

****This information is subject to change without notice**

Last updated 6/22/26



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Classes are scheduled for full-time students to complete in 2 years; part-time students will need more time. For assistance with planning students should schedule an appointment with their advisor.

SCSU BS in MARKETING COURSE PLANNING

YEAR 3			
Fall 1	Cr.	Spring 1	Cr.
HBS 211 Career Essentials	1	MGMT 383 Operations Management (Prereq: IS/STAT 242)	3
IS 340 Management Information Systems	3	FIRE 371 Managerial Finance	3
MKTG 321 Buyer Behavior (Prereq: MKTG 220)	3	MKTG 333 OR CMST 341 OR ENGL 332 Business Communication Requirement	3
MKTG 315 Professional Selling (Prereq: MKTG 220)	3	MKTG 322 Marketing Information and Research (Prereq: MKTG 220, IS/STAT 242)	3
Liberal Education Program Goal Areas	4-5	Liberal Education Program Goal Area	3

YEAR 4			
Fall 2	Cr.	Spring 2	Cr.
MKTG 403 Principles of Promotion (Prereqs: MKTG 220, 321 and 322)	3	MGMT 497 Strategic Management (taken last semester)	3
MKTG 404 Distribution Management (Prereq: MKTG 220)	3	BLAW 433 Marketing and the Law	3
MKTG Elective	3	MKTG Elective	3
MKTG Elective	3	Liberal Education Program Goal Areas or General Electives	6
Liberal Education Program, Goal Areas	3		

MARKETING MAJOR NOTES

- Students will need to complete the Racial Issues Graduation Requirement (RIGR)
- Students may elect to add on the Professional Selling Specialization by taking MKTG 425 and MKTG 426 as two of their Marketing major electives along with MKTG 333 as their upper division communication requirement
- To meet graduation requirements for a minimum of 40 credits at the 300/400 level students may need to take some of their Liberal Education Program and/or general elective credits at the 300/400 level.

To be admitted to HBS Upper Division Status in the BS Marketing major, students will have to satisfy the following requirements:

- A transfer GPA of at least 2.5 and 40 earned credits
- The following courses (or the equivalents/substitutions) must be complete:
 - ACCT 291 Accounting I
 - ENGL 191 Introduction to Rhetorical & Analytical Writing
 - CMST 192 Introduction to Communication Studies
 - MATH 106 Finite Math or MATH 112 College Algebra (need grade of "C-" or better)
- The following courses (or the equivalents/ substitutions) must be completed or enrolled in:
 - ACCT 292 Accounting II
 - IS/STAT 242 Business Statistics (4 credits; need grade of "C-" or better)
 - BLAW 235 The Legal, Ethical and Global Environment of Business
 - CSCI/CNA 169 Computers in Society
 - ECON 205 Principles of Macroeconomics
 - ECON 206 Principles of Microeconomics

***This guide is for planning purposes only. It provides a suggested path toward completing the outlined bachelor's degree. Students should consult with their advisor to determine an appropriate path for them to meet all graduation requirements.