

# Transfer Advising Program Guide

Clark State Community College, Associate of Applied Business Degree, Major in Marketing

Transfer Program to Miami University, Bachelor of Science (BS) in Commerce Degree, Major in Small Business Management

Catalog Year: Beginning 2018-2019

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## Description

The Associate of Applied Business, Major in Marketing at Clark State partners well with the BS in Commerce at Miami University.

The Bachelor of Science in Commerce Degree, Major in Small Business Management requires 124 credit hours. At least 30 of those hours must be earned at Miami, including the 12 of the final 30 credit hours. The matches below indicate specific courses you may be awarded after successfully completing those courses and transferring to Miami University.

*Note: Neither Miami University nor the Clark State Community College shall use the name, logo, likeness, trademarks, image or other intellectual property of either of the other parties for any advertising, marketing, endorsement or any other purposes without the specific prior written consent of an authorized representative of the other party as to each such use. Clark State Community College may refer to the affiliation with Miami in public information materials regarding the relevant Program. Miami reserves the right to review and request modification of Clark State's reference to Miami as necessary. Clark State may refer to the affiliation with Miami in its brochures and other public information materials having to do with the Program.*

Cathy Bishop-Clark 4/30/18  
Dr. Cathy Bishop-Clark      Date

Amit B. Singh  
Dr. Amit Singh  
Provost and Senior Vice President  
Clark State Community College

Interim Regional Campus Dean  
& Associate Provost  
Miami University

Phyllis Callahan 5/4/18  
Dr. Phyllis Callahan      Date  
Provost  
Miami University

### Clark State A.A.B. Marketing

### MIAMI UNIVERSITY B.S. Commerce

#### Program Requirements

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ENG	1111	English I	3	ENG	111	Composition and Rhetoric	3
ITS	1105	Computer Concepts	3	CIT	154	Personal Computer Concepts	3
MGT	1000	Management Program Orientation	1	UNV	101	I Am Miami	1
MGT	1060	Organizational Behavior	3	MGT	T	Transfer Credit	3
MGT	1120	Principles of Management	3	CMR	111	Introduction to Management	3
MTH	1060	Business Mathematics	3	MTH	T	Transfer Credit	3
ACC	1100	Introduction to Financial Accounting	4	ACC	221	Intro to Financial Accounting-fulfills CMR101	4
ECO	2220	Principles of Microeconomics	3	ECO	201	Principles of Microeconomics-fulfills CMR211	3
ENG	2211	Business Communication	3	STC	135	Principles of Public Speaking	3
MKT	2000	Marketing Management	3	MKT	291	Principles of Marketing-fulfills CMR 105	3
		Humanities Elective	3			Humanities Elective	3
HRM	1725	Human Resource Management	3	MGT	T	Transfer Credit	3
LSC	2220	Logistics and Physical Distribution	3	CMR	T	Transfer Credit	3
MKT	2100	Pricing Strategies	3	CMR	T	Transfer Credit	3
MKT	2450	Sales and Sales Management	3	CMR	263	Sales & Promotion	3
MGT	2450	Data Analytics	3	CMR	T	Transfer Credit	3
MGT	2600	Legal Environment of Business	3	BLS	342	Legal Environment of Business-fulfills CMR108	3
MGT	2800	Capstone	3	CMR	T	Transfer Credit	3
MKT	2150	Product Management	3	CMR	T	Transfer Credit	3
MKT	2550	Promotion & IMC Strategies	3	CMR	T	Transfer Credit	3
		Technical Elective	3	CMR	T	Transfer Credit	3
		Technical Elective	3	CMR	T	Technical Elective	3
		Total	62			Total	62

The following additional coursework will be required to complete the BS in Commerce Degree program at Miami University

CRS	CRN	Course Title	Hours
CMR	207	Management Planning & Control	3
CMR	244	Intro to Global Business	3
CMR	282	Computer Based Business Analysis	3
CMR	302	Financial Info. for Managers	3
CMR	495	Capstone in Org. Strategy for Commerce	3
STC	261	Statistics	4

CMR	242	Management of Small Business Operations	3
CMR	301	Personal Organizational Skills	3
CMR	361	Marketing for the Small Business	3
CMR	401	Leadership Decision Skills	3
CMR	442	Current Issues & Innovation in Small Business	3
		Total - Additional Technical Courses	34
Miami Plan & General Electives			28
Total Hours			124

