



Montcalm Community College to Southern New Hampshire University Online

- Students who transfer with a conferred associates degree are entitled to a 10% tuition reduction accessed through mySNHU.edu.
- This guide serves as a mapping tool for students. Individual student evaluations will vary.
- Please contact Admission at 1-800-668-1249 or Academic Alliances at AcademicAlliances@snhu.edu.

Montcalm Community College AAS Business Marketing Course Requirements	Cr	Southern New Hampshire University Online BS Business Administration- Marketing Concentration (3+1)	Cr
Courses in bold are the associate degree re- quired courses.		General Education Core Requirements	42
ENGL100 Freshman English I	3	ENG 122 English Composition I	3
ENGL101 Freshman English II	3	ENG 123 English Composition II	3
MATH190 Elementary Statistics	3	MAT 240 Applied Statistics	3
COMM210 Speech OR COMM220 Interpersonal Communication	3	SNHU 107 or Free Elective for students transfer- ring 12+ credits	3
POLI240 American Political System	3	IDS 100 or Free Elective for students transferring 12+ credits	3
Humanities and Fine Arts Elective	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMA, HUM 100, or HUM 200)	3
Humanities and Fine Arts Elective	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMA, HUM 100, or HUM 200)	3
ECON216 Principles of Microeconomics	3	ECO 201 Microeconomics (ESBS)	3
ECON215 Principles of Macroeconomics	3	ECO 202 Macroeconomics (ESBS)	3
Laboratory Science Elective	3*	ESTM: Science/Technology/Mathematics Require- ment (BIO, CHM, CS, ENV, GEO, GRA, IT, MAT, PHY, SCI, IHP 340, PHL 214, SCI 100, or SCI 200)	3
CMIS115 Intro to Computer Info Systems	3	ESTM: Science/Technology/Mathematics Require- ment (BIO, CHM, CS, ENV, GEO, GRA, IT, MAT, PHY, SCI, IHP 340, PHL 214, SCI 100, or SCI 200)	3
History Elective	3	EHIS: History Requirement (HIS, HIS 100, or HIS 200)	3
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SNHU Course		Choose one (1) Seminar Course: IDS 400, IDS 401, IDS 402, IDS 403, or IDS 404	3
Montcalm Community College Courses		SNHU Business Core	30
ACCT115 Principles of Accounting I	3*	ACC 201 Financial Accounting	3
ACCT116 Principles of Accounting II	3	ACC 202 Managerial Accounting	3
BUSN200 Legal Environment of Business	3	BUS 206 Business Law I	3
ACCT270 Business Finance	3	FIN 320 Principles of Finance	3
BUSN260 International Business	3	INT 113 Introduction to International Business	3
		IT 210 Business Systems Analysis and Design	3

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Montcalm Community College AAS Business Marketing Course Requirements	Cr	Southern New Hampshire University Online BS Business Administration- Marketing Concentration	Cr
Montcalm Community College Courses		SNHU Business Core (Continued)	Cr
MRKT233 Principles of Marketing	3	MKT 113 Introduction to Marketing	3
		OL 125 Human Relations in Administration	3
		QSO 300 Operations Management	3
		OL 421 Strategic Management and Policy (Capstone)	3
Montcalm Community College Courses		SNHU Marketing Concentration Major Course Requirements	15
		MKT 265 Social Media & Marketing Communications	3
MRKT230 Marketing Research	3	MKT 337 Marketing Research	3
		MKT 345 Consumer Behavior	3
MRKT234 Retailing	3	3 credits from MKT or ADV within the 100-499 range	3
MRKT248 Promotion & Advertising	3	3 credits from MKT or ADV within the 100-499 range	3
Montcalm Community College Courses		SNHU Free Electives	33
BUSN135 Introduction to Business	3		
BUSN151 Customer Relations	1		
MGMT237 Concepts of Management	3		
MGMT250 Organizational Behavior	3		
MGMT275 Strategic Management	3		
MRKT275 Marketing in a Virtual World	3		
Excess Credits from 4 Credit Courses	2		
Free Electives	6		
Montcalm Community College Degree Credits	60-90	SNHU Online BS Business Administration- Marketing Concentration Credits Required	120

Revision: 2019/2020 Academic Year

Transfer Credit Policy

* Excess general education credits are transferred as free elective credit, if available.

- This guide serves as a mapping tool for students and is based upon SNHU Online 2019/2020 Academic Catalog at time of enrollment and this institution's equivalent academic year. Transfer equivalents earned prior or subsequent to this academic year will be evaluated on a case-by-case basis for transfer equivalency.
- Students must earn a grade of C- or better for course transfer.
- Students may transfer up to 90 credits if previous credits earned meet SNHU Online's degree requirements and academic standards for transfer.
- Students must take at least 30 credits (10 classes) at SNHU Online to be awarded a bachelor's degree.