



ADRIAN COLLEGE

Degree: Bachelor of Business Administration
Major: Marketing

Total credits required: 124

Finlandia University Course Info			Adrian College Course Info		
CORE CURRICULUM REQUIREMENTS					
Course ID	Course Name	Credits	Course ID	Course Name	Credits
ENG103	College English I	3	CCC100		3
ENG104	College English II	3	CCC101	College Writing and Inquiry	3
COM108	Fundamentals of Public Speaking	3	CCC102	Public Speaking	3
MAT144 (or higher)	Quant Reasoning or College Algebra	4	MATH101	Intermediate Algebra	4
UNS115	Sisu Seminar	1	ELEC 101	<i>If not transferred in: waive requirement</i>	
Religion		3	Religion		3
Natural Science w/ lab		4	Natural Science w/ lab		4
Humanities		3	Humanities		3
Humanities		3	Humanities		3
Humanities		3	Humanities		3
Social Sciences		3	ECON201	Principles of Microeconomics	
Social Sciences		3	ECON202	Principles of Macroeconomics	
Social Sciences		3	Social Science		3
TOTAL		39			32

BUSINESS ADMINISTRATION CORE					
Course ID	Course Name	Credits	Course ID	Course Name	Credits
CPT202	Digital Media for Business	3	BUS ELE13	<i>If not transferred in: complete art distribution</i>	3
ECN231	Microeconomics	3	ECON201	Principles of Microeconomics	3
ECN232	Macroeconomics	3	ECON202	Principles of Macroeconomics	3
BUS122	Business Computing Applications	3	CIS140	Business Applications for Computers	3
BUS138	Fundamentals of Business	3	BUS101	Introduction to Business	3
BUS141	Business Communications	3	BUS242	Business & Professional Communications	3
BUS201	Principles of Accounting I	3	ACCT203	Principles of Accounting I	3
BUS202	Principles of Accounting II	3	ACCT204	Principles of Accounting II	3
BUS228	Business Statistics	3	MATH204	Elementary Statistics	3
BUS235	Leadership and Team Skills	3	BUS ELE14	<i>If not transferred in: complete BUS346- Social, Political and Ethical Issues in Business</i>	3
BUS245	Principles of Marketing	3	MKTG230	Marketing	3
BUS271	Principles of Management	3	MGMT243	Organizational Behavior	3
BUS281	Research for Business	3	MKTG331	Marketing Research	3
BUS332	Business Finance	3	FIN310	Managerial Finance	3
BUS361	Business Law	3	BUS305	Business Law	3
BUS495	Senior Seminar in Business	1	BUS ELE	<i>If not transferred in: waive requirement</i>	
BUS489 OR BUS498	Senior Project/ Business Internship/Overseas Study	3	BUS449	Capstone: Strategic Management	3
TOTAL		49			48

MARKETING					
Course ID	Course Name	Credits	Course ID	Course Name	Credits
BUS338	Digital Design Fundamentals for Marketing	3	MKTG ELE	<i>If not transferred in: complete ART 228- Introduction to Graphic Design</i>	3
BUS340	Digital Marketing	3	MKTG352	Digital Marketing Analytics	3
BUS348	Relationship Sales	3	MKTG340	Relationship- Driven Professional Selling	3
BUS346	Integrated Marketing Communication	3	MKTG338	Brand Management	3
BUS447	Entrepreneurial Marketing	3	MKTG333	Advertising & Promotions Management	3
	300-400 level ELE	3		300-400 level Business Elective	3
	300-400 level ELE	3		300-400 level Business Elective	3
	300-400 level ELE	3		300-400 level Business Elective	3
TOTAL		24			24

ELECTIVES					
Course ID	Course Name	Credits	Course ID	Course Name	Credits
	Open Electives	12		Open Electives--complete to get to 124 credit hours	varies

GRAND TOTAL					124
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