

**Pathway from Greenville Technical College's Associate of Applied Science in Marketing to
Gardner-Webb University's Bachelor of Science in Management**

Greenville Technical College	CREDIT HOURS	Gardner-Webb University	CREDIT HOURS
COURSE		COURSE	
ENG 101 English Composition I	3	ENG 101 English Composition I	3
SPC 205 Public Speaking	3	COMM 233 Speech	3
MAT 120 Probability and Statistics	3	MTH 316 Fundamentals of Statistics and Probability	3
HIS 202 American History	3	HIS 319 US 20 th Century History	3
ECO 210 Macroeconomics	3	ECO 203 Principles of Economics I	3
ECO 211 Microeconomics	3	ECO 204 Principles of Economics II	3
ACC 101 Accounting Principles I	3	ACC 213 Accounting Principles I	3
ACC 102 Accounting Principles II	3	ACC 214 Accounting Principles II	3
BUS 121 Business Law I	3	BAD 300 Legal Environment of Business	3
BUS 250 International Business	3	BAD 360 International Business	3
MGT 101 Principles of Management	3	MGT 316 Principles of Management	3
MGT 270 Managerial Communications	3	BAD 325 Business Communications	3
CPT 170 Microcomputer Applications	3	CIS 379 Introduction to Computer Concepts	3
MKT 101 Marketing 101	3	MKT 300 Principles of Marketing	3
MKT 120 Sales Principles	3	Elective	3
MKT 130 Customer Service Principles	3	Elective	3
MKT 240 Advertising	3	Elective	3
MKT 245 Promotional Strategies	3	Elective	3
MKT 260 Marketing Management	3	Elective	3
MGT 268 Marketing Research	3	Elective	3
GTC Credit Hours	60	Maximum Allowable Transfer Hours	60
Required Remaining General Education Courses at Gardner-Webb University			
LIB 301 Information Literacy			1
ENG 102 English Composition II			3
ENG 332 American Literature II			3
HPE 338 Health and Wellness			3
Fine Arts: ART 307 (Art) or MUS 320 (Music) or SPN 300 (Hispanic Culture)			3
SCI 302(Physical Science) or SCI 303 (Human Biology) or SCI 322 (Environmental Science)			3
SCI 302(Physical Science) or SCI 303 (Human Biology) or SCI 322 (Environmental Science)			3
REL 300 Old Testament			3
REL 301 New Testament			3
Required Courses in Business Administration Major			
ACC 213 Accounting Principles I		(See Transfer Credit Above)	0
ACC 214 Accounting Principles II		(See Transfer Credit Above)	0
BAD 300 Legal Environments of Business		(See Transfer Credit Above)	0
BAD 304 Applied Business Statistics			3
BAD 305 Introduction to Management Science			3
BAD 325 Business Communications Applications		(See Transfer Credit Above)	0
BAD 340 Integration of Faith & Business			3
BAD 360 International Business		(See Transfer Credit Above)	0

BAD 480 Business Strategy		3
CIS 300 Management Info Systems		3
ECO 203 Principles of Economics I	(See Transfer Credit Above)	0
ECO 204 Principles of Economics II	(See Transfer Credit Above)	0
FIN 312 Financial Management		3
MGT 316 Principles of Management	(See Transfer Credit Above)	0
MGT 400 Human Resource Management		3
MGT 403 Human Behavior In Organization		3
MGT 410 Entrepreneurship		3
MGT 416 Production Operations Management		3
MGT 450 Leadership		3
MKT 300 Principles of Marketing	(See Transfer Credit Above)	0
Free Elective Hours		10
	Gardner-Webb Hours	68
	Total Hours	128

ACADEMIC GUIDELINES

- 1) A student can receive transfer credit for courses according to this list of equivalencies set forth within the attached Transfer Plan. To receive credit for a course, a student must have earned a "C" 2.0 or better in that course. Other courses taken will be evaluated for transfer on a course by course basis by the Gardner-Webb University Registrar Services.
- 2) Students who do not have transfer credit for ENG 101, will need to register for this course during their first semester.
- 3) Enrollment in LIB 301 is mandatory each semester until the course is successfully completed.
- 4) Grades of "C" (2.0) or higher are required on all major courses.
- 5) A "C minus" or lower will not meet graduation requirements and the course will need to be repeated at GWU.
- 6) A minimum grade point average of 2.00 on a 4.00 scale is required for graduation on all course work attempted at GWU (see institution GPA).
- 7) Completion of a minimum of 64 credit hours with Gardner-Webb is required to be considered for graduation honors.
- 8) Students transferring from accredited two-year colleges may transfer up to 64 semester hours. Students are required to complete a minimum of 64 credit hours at senior (4-year) colleges or universities, with at least the final 32 hours with Gardner-Webb.
- 9) Students must complete at least 128 total semester hours and meet all curriculum requirements in order to be eligible for graduation.
- 10) The student bears the final responsibility for the selection of a program of study and adherence to all the published regulations and requirements of the University, including the requirements for graduation.
- 10) At least 15 credit hours of the major course requirements must be completed at GWU.
- 11) Read the online catalog for additional information and policies.