



TRANSFER PATHWAY GUIDE

3+1 Pathway for Associate of Applied Business in Marketing Management and Associate of Arts Degrees
at Cincinnati State Technical and Community College
Bachelor of Science in Commerce at Miami University

To Complete at Cincinnati State Community College

(will complete requirements for AAB Business Management, Associate of Arts, and OT36)

| Course Code and Name | Hours | Miami Equivalent |
|---|-------|--------------------|
| First Year Experience Elective | 1 | |
| ENG 101 English Composition I (OT36) | 3 | ENG 111 |
| Mathematics Elective: MAT 131 Statistics I Recommended (OT36) | 3 | STA 261 |
| MKT 101 Principles of Marketing <i>(AA Directed Elective 1)</i> | 3 | CMR 105 |
| Social/Behavioral Science Elective: ECO 105 Principles of Microeconomics (OT36) | 3 | CMR 211 |
| IM 120 Computer Elective: Electronic Spreadsheets: Microsoft Excel | 2 | CMR 282 |
| BUS 190 Professional Practice | 1 | |
| COMM 110 Public Speaking (OT36) | 3 | STC 135 |
| English Comp Elective: ENG 102 English Composition 2 or ENG 104 Technical Writing (OT36) | 3 | ENG 112 or EGS 215 |
| MKT 130 Principles of Sales <i>(AA Directed Elective 2)</i> | 3 | |
| ACC 101 Financial Accounting <i>(AA Directed Elective 3)</i> | 3 | CMR 101 |
| MGT XXX Cooperative Education Elective: Marketing | 2 | Elective |
| MGT 101 Principles of Management <i>(AA Directed Elective 4)</i> | 3 | CMR 111 |
| MKT 205 Marketing Research and Consumer Behavior <i>(AA Directed Elective 5)</i> | 3 | |
| MKT 250 Digital Marketing and Social Media <i>(AA Directed Elective 6)</i> | 3 | |

Cincinnati State Community College Degrees with OT36 Awarded ±85 credit hours.

To Complete at Miami University

| Course Code and Name | Hours |
|---|-------|
| Commerce Core | |
| CMR 244 Introduction to Global Business | 3 |
| CMR 302 Financial Information for Managers | 3 |
| CMR 495 Capstone in Organizational Strategy for Commerce (Senior Capstone and Experiential Learning) | 3 |
| Commerce Major Courses | 18 |
| Remaining Miami Plan Requirements | |
| Intercultural Consciousness or Global Inquiry course | 3 |
| Signature Inquiry courses (may alr | |