



Bryan University 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 University Partnerships at partnersupport@snhu.edu.
- To ensure you are referencing the most current pathway for your program at SNHU, please visit www.snhu.edu/admission/transferring-credits/community-college-partnerships

Bryan University AA Digital Marketing Course Requirements	Cr	Southern New Hampshire University Online BS Business Administration- Marketing Concentration	Cr
Courses in bold are the associate degree re- quired courses.		General Education Core Requirements	42
ENG110S English Composition I	3	ENG 122 English Composition I	3
ENG112S English Composition II	3	ENG 123 English Composition II	3
MAT320S Applied Statistics	3	MAT 240 Applied Statistics	3
		Any 300/400 level HIS, LIT, IDS, PHL, POL, PSY, SCS, SOC, ENG, and 60 or more credits.	3
		ECO 201 Microeconomics (ESBS)	3
		ECO 202 Macroeconomics (ESBS)	3
BUS110 Workplace Technologies	3	ESTM: Science/Technology/Mathematics Requirement (BIO, CHM, CS, EG, ENV, GAM, GEO, GRA, IT, MAT, PHL 214, PHL 305, PHY, SCI)	3
BUS115 Business Math	3	ESTM: Science/Technology/Mathematics Requirement (BIO, CHM, CS, EG, ENV, GAM, GEO, GRA, IT, MAT, PHL 214, PHL 305, PHY, SCI, IHP 340)	3
HIS200 American History: Late Twentieth Century to Present	3	Professional Comm. and Career Planning or History (HIS or HIS 100)	3
BUS145 Business Communications	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HIS, HON, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMN)	3
CRT110S Critical Thinking	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HIS, HON, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMN)	3
BIO105, BIO115, CRT210, ECO200, HUM150, HUM200, LIT210, POL200, PSY101, SCI200, SOC200, OR SOC210	3	General Education Elective (EGED) or EHis: History Requirement (HIS or HIS 200)	3
BUS105 Introduction to Business	3	IDS 100 or Introductory Humanities Course with ENG, FAS, HIS, HUM, LIT, MUS, or PHL prefixes (not ENG COMP), or Free Elective for students transferring 12+ credits	3
BUS200 Business Analytics Reporting	3	SNHU 107 or Free Elective for students transferring 12+ credits	3
Bryan University Courses		SNHU Business Core	30
BUS120 Accounting Principles I	3	ACC 201 Financial Accounting	3
BUS125 Accounting Principles II	3	ACC 202 Managerial Accounting	3

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Bryan University Courses		SNHU Business Core (Continued)	Cr
BUS230 Legal and Ethical Issues in Business	3	BUS 206 Business Law I	3
		BUS 210 Managing and Leading in Business	3
		BUS 225 Critical Business Skills for Success	3
		BUS 400 Driving Business Opportunities	3
		FIN 320 Principles of Finance	3
		INT 220 Global Dimensions in Business	3
BMA130 Introduction to Marketing	3	MKT 205 Applied Marketing Strategies	3
		QSO 321 People, Planet, and Profit	3
Bryan University Courses		SNHU Marketing Concentration	15
BUS235 Digital Marketing	3	MKT 265 Social Media & Marketing Comm.	3
		MKT 270 Professional Selling	3
		MKT337 - Marketing Research	3
		MKT345 - Consumer Behavior	3
BUS140 Introduction to Digital Marketing and Social Media	3	3 credit(s) from ADV or MKT within the 100 - 499 range or FMM225, 325, 340, OR 410	3
Bryan University Courses		SNHU Free Electives	33
UNV101S Student Success & Tech. Found.	3		
BUS130 Microsoft Excel I	3		
BUS220 Management Principles	3		
BUS240 Applied Digital Marketing	3		
BUS245 Intro to Human Resource Management	3		
COM115S Interpersonal Communication	3		
MAT110S Algebra I	3		
Free Electives	12		
Bryan University Degree Credits	60-84	SNHU Online BS Business Administration- Marketing Concentration Credits Required	120

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's 2022/2023 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.