



## Georgia Piedmont Technical 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 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](http://www.snhu.edu/admission/transferring-credits/community-college-partnerships)

Georgia Piedmont Technical College AAS Marketing Management Course Requirements	Cr	Southern New Hampshire University Online BS Business Administration	Cr
<b>Courses in bold are the associate degree required courses.</b>		<b>General Education Core Requirements</b>	<b>42</b>
<b>ENGL1101 Composition and Rhetoric</b>	3	ENG 122 English Composition I	3
ENGL1102 Literature and Compositions	3	ENG 123 English Composition II	3
MATH1127 Introduction to Statistics	3	MAT 240 Applied Statistics	3
MGMT1125 Business Ethics	3	Any 300/400 level HIS, LIT, IDS, PHL, POL, PSY, SCS, SOC, ENG, and 60 or more credits.	3
ECON2106 Principles of Microeconomics	3	ECO 201 Microeconomics (ESBS)	3
<b>Directed Area II: ECON 2105 Principles of Macroeconomics</b>	3	ECO 202 Macroeconomics (ESBS)	3
<b>MATH1101, 1103, OR 1111</b>	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
<b>COMP1000 Introduction to Computer Literacy</b>	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
History (HIST) Elective	3	Professional Comm. and Career Planning or History (HIS or HIS 100)	3
<b>Humanities/Fine Arts Elective</b>	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HIS, HON, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMN)	3
Fine Arts & Humanities Elective (ARTS, ENGL, HIST, HUMN, MUSC, RELG)	3	EFAH: Fine Arts and Humanities Requirement (ENG, FAS, HIS, HON, HUM, LIT, MUS, PHL, LAR, LAS, LFR, LSP, LAN, LMN)	3
History (HIST) Elective		General Education Elective (EGED) or EHis: History Requirement (HIS or HIS 200)	3
<b>MKTG1190 Integrated Marketing Communications</b>	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
<b>SPCH1101 Public Speaking</b>	3	SNHU 107 or Free Elective for students transferring 12+ credits	3
<b>Georgia Piedmont Technical College Courses</b>		<b>SNHU Business Core</b>	<b>30</b>
<b>ACCT1100 Financial Accounting I</b>	3*	ACC 201 Financial Accounting	3
ACCT2000 Managerial Accounting	3	ACC 202 Managerial Accounting	3

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Georgia Piedmont Technical College AAS Marketing Management Course Requirements	Cr	Southern New Hampshire University Online BS Business Administration	Cr
<b>Georgia Piedmont Technical College Courses</b>		<b>SNHU Business Core (Continued)</b>	<b>Cr</b>
<b>MKTG1130 Business Regulations and Compliance</b>	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
<b>MKTG1100 Principles of Marketing</b>	3	MKT 205 Applied Marketing Strategies	3
		QSO 321 People, Planet, and Profit	3
<b>Georgia Piedmont Technical College Courses</b>		<b>SNHU Major Course Requirements Maximum of 6 credits in any one prefix</b>	<b>15</b>
<b>MGMT1100 Principles of Management</b>	3	OL 215 Principles of Management	3
<b>MKTG1160 Professional Selling</b>	3	6 credit(s) from subject(s): from ACC, ADV, BUS, CIS, ECO, ESPT, FIN, FMM, FMK, HOS, INT, MGT, MIS, MKT, OL, PAD, QSO, SB, SPT, or TAX	6
<b>MKTG2090 Marketing Research Directed Occupational Elective: MGMT1115 Leadership</b>	6	6 credit(s) from subject(s): from ACC, ADV, BUS, CIS, ECO, ESPT, FIN, FMM, FMK, HOS, INT, MGT, MIS, MKT, OL, PAD, QSO, SB, SPT, or TAX within range of course numbers 300-499	6
<b>Georgia Piedmont Technical College Courses</b>		<b>SNHU Free Electives</b>	<b>33</b>
<b>MKTG2290 Marketing Internship/Practicum</b>	3		
<b>MKTG2300 Marketing Management</b>	3		
<b>BUSN1190 Digital Technologies in Business</b>	3		
<b>Specialization Electives</b>	12		
Free Elective	3		
<b>Georgia Piedmont Technical College Degree Credits</b>	<b>63</b>	<b>SNHU Online BS Business Administration Credits Required</b>	<b>120</b>

## 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.