



Transfer Guide for Students
From
Concordia University Portland, B.A. in Marketing
To
Concordia University, Nebraska, B.S. major in Marketing

Each course in left column satisfies the requirements for each course directly across in right column.

Concordia University Portland Courses	Concordia University, Nebraska Courses
Business Core Requirements (39 credit hours)	
ACT 201 FINANCIAL ACCOUNTING (3 credit hours)	BUS 121 Financial Accounting (3 credit hours)
ACT 202 MANAGERIAL ACCOUNTING (3 credit hours)	BUS 122 Managerial Accounting (3 credit hours)
BA 101 INTRODUCTION TO BUSINESS: ORGANIZATION IMMERSION, SYNTHESIS, AND EXPLORATION (4 credit hours)	
BA 203 FUNDAMENTALS OF ECONOMICS (4 credit hours)	ECON 101 Macroeconomics (3 credit hours)
BA 247 BUSINESS DATA ANALYTICS or QUANTITATIVE METHODS AND ANALYSIS (3 credit hours)	
BA 260 PRINCIPLES OF ORGANIZATIONAL MANAGEMENT (3 credit hours)	BUS 443 Organizational Behavior (3 credit hours)
BA 301 PRE-INTERNSHIP SEMINAR (1 credit hours)	
BA 342 FINANCE (3 credit hours)	BUS 331 Finance (3 credit hours)
BA 352 BUSINESS LAW (3 credit hours)	BUS 300 Business Law (3 credit hours)
BA 457 ETHICAL LEADERSHIP (3 credit hours)	BUS 400 Business Ethics (3 credit hours)
BA 458 BUSINESS CAPSTONE (3 credit hours)	BUS 446 Strategic Management (3 credit hours)
BA 499 BUSINESS INTERNSHIP 2 (3 credit hours)	BUS 399 Internship (3 credit hours)
MKT 360 PRINCIPLES OF MARKETING (3 credit hours)	BUS 261 Marketing (3 credit hours)
Marketing Core Requirements (15 credit hours)	
MKT 362 CONSUMER BEHAVIOR (3 credit hours)	BUS 363 Consumer Behavior (3 credit hours)
MKT 363 MARKETING RESEARCH (3 credit hours)	BUS 366 Marketing Research (3 credit hours)
MKT 365 INNOVATION AND DIGITAL MARKETING (3 credit hours)	BUS 368 Digital Marketing (3 credit hours)
MKT 366 GLOBAL MARKETING (3 credit hours)	BUS 369 International Business (3 credit hours)

MKT 467 MARKETING STRATEGY AND MANAGEMENT (3 credit hours)	
Additional requirements at Concordia University, Nebraska	
BUS 281 Business Communication (3 credit hours)	
BUS 362 Advertising & Integrated Marketing Communication (3 credit hours)	
BUS 363 Sales and Sales Management (3 credit hours)	
BUS 371 Information Systems (3 credit hours)	
CTA 203 Communication Theory (3 credit hours)	
CTA 211 Public Speaking (3 credit hours)	
CTA 225 Writing and Reporting or CTA 242 Introduction to Broadcast Journalism (3 credit hours)	
CTA 241 Media Literacy (3 credit hours)	
CTA 301 Public Relations (3 credit hours)	
CTA 302 Rhetorical Theory or CTA 333 Intercultural Communications (3 credit hours)	
ECON 102 Microeconomics (3 credit hours)	
MATH 122 Statistics (3 credit hours)	
PSY 341 Group Techniques (3 credit hours)	