

Coker University: Bachelor's of Science in Business Administration: Sales and Marketing
FDTC Marketing Curriculum Crosswalk

Florence Darlington Technical College		Coker University	
Course Number and Course Title	Credit Hour	Course Number and Course Title	Credit Hour
General Education Courses (5 courses = 15 credit hours)			
ECO 210 or 211: Macroeconomics or Microeconomics	3	BUS 210 or 211: Macroeconomics or Microeconomics	3
ENG 101: English Composition I	3	ENG 111: English Composition & Rhetoric I	3
MAT 107: Contemporary Statistics & Probability (or) MAT 120: Probability and Statistics	3	BUS 240: Business Statistics and Analytics	3
SPC 205: Public Speaking	3	COM 101: Speech Communications	3
Humanities/Fine Arts Course	3	Humanities/Arts Knowledge Area	3
Major Course Requirements (5 courses = 15 credit hours)			
ACC 111: Accounting Concepts	3	Elective	3
BUS 123: Business Law II	3	BUS 220: Business Law and Ethics	3
CPT 170: Microcomputer Applications	3	BUS 110: Business Information Systems	3
MGT 101: Principles of Management	3	BUS 340: Principles of Management	3
MKT 101: Marketing	3	BUS 330: Principles of Marketing	3
Additional Course Requirements (12 course = 36 credit hours)			
ACC 112: Organizational Accounting	3	Elective	3
ACC 101: Accounting Principles I	3	BUS 201: Financial Accounting	3
ACC 102: Accounting Principles II	3	BUS 202: Managerial Accounting	3
BUS 101: Introduction to Business	3	BUS 101: Business Dynamics and Careers	3
BUS 250: International Business	3	Elective	3
MGT 206: Management Spreadsheets	3	Elective	3
MGT 280: Executive Development	3	Elective	3
MKT 110: Retailing	3	Elective	3
MKT 120: Sales Principles	3	Elective	3
MKT 240: Advertising	3	BUS 332: Advertising and Sales Promotion Management	3
MKT 140: E-Marketing	3	Elective	3
MKT 250: Consumer Behavior	3	Elective	3
Hours completed at FDTC	66	Hours transferred to Coker University	66
<i>Note: Earned grades of "D" or "F" do not transfer</i>			
Remaining Courses to complete through the Coker University Bridge Program			
Course Number and Course Title	Credit Hour	Course Number and Course Title	Credit Hour
BUS 150: Introduction to Entrepreneurship	3	ENG 112: English Composition & Rhetoric II	3
BUS 210 or 211: Macroeconomics or Microeconomics	3	Humanities/Arts Knowledge Area	3
BUS 230: Business Communications	3	Behavioral/Social Science Knowledge Area	3
BUS 320: Financial Management and Analysis	3	Natural Science Knowledge Area	3
BUS 331: Contemporary Selling	3	Global Perspectives and Culture Knowledge Area	6
BUS 333: Marketing Research	3	LIB 101: Introduction to Library Research Skills	1
BUS 334: Digital Marketing	3	Coker Wellness Course	1
BUS 339: Internship in Sales and Marketing	3	General Electives	1
BUS 352: Creativity and Innovation	3		
BUS 430: Strategic Marketing	3		
BUS 490: Strategic Management and Business Applicat	3		
Courses completed with Coker	33	Courses completed with Coker	21
In order for Coker University to confer a degree, the student must complete 25% (30 hours) of their coursework through Coker University.			