

TRANSFER PATHWAY GUIDE

Pathway for Associate of Applied Business in Marketing Management
at Cincinnati State Technical and Community College
to
Bachelor of Science in Commerce at Miami University

To Complete at Cincinnati State Community College

Course Code and Name	Hours	Miami Equivalent
First Year Experience Elective	1	
ENG 101 English Composition I (OT36)	3	ENG 111
Mathematics Elective (OT36)	3	
MKT 101 Principles of Marketing	3	CMR 105
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
ENG 102 English Composition II (OT36)	3	ENG 112
MKT 130 Principles of Sales	3	
ACC 101 Financial Accounting	3	CMR 101
MGT XXX Cooperative Education Elective: Marketing	2	Elective
MGT 101 Principles of Management	3	CMR 111
MKT 205 Marketing Research and Consumer Behavior	3	
MKT 250 Digital Marketing and Social Media	3	
MGT 130 Project Management	3	
MKT 215 Advertising and Public Relations	3	CMR 263 (if taken with MKT 232)
MKT 232 Integrated Marketing Comm	1	With MKT 215 = CMR 263
ACC 102 Managerial Accounting	3	CMR 207
Arts & Humanities Elective (OT36)	3	
Marketing/Management Elective 1: LAW 101 Business Law	3	CMR 108
XXX XXX Marketing/Management Elective 2:	3	
MGT XXX Cooperative Education Elective: Marketing	2	Elective
Total:	60	

Cincinnati State Community College Degree Awarded – 60 credit hours.

Optional Courses to complete OT36 - Cincinnati State Community College

Course Code and Name	Hours	Miami Equivalent
Arts & Humanities Elective (OT36)	3	
Social/Behavioral Science Elective (OT36)	3	
Natural/Physical Science Elective (with lab) (OT36)	4	
Natural/Physical Science Elective (without lab) (OT36)	3	
Transfer Module Elective 1 (OT36)	3	
Transfer Module Elective 1 (OT36)	3	
Total:	19	

To Complete at Miami University Regionals

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
STA 261 Statistics	4
Commerce Major Courses	18
Completion of Miami Plan Requirements and Free Electives	14*
<i>*will require additional hours if the OT36 is not completed at Cincinnati State</i>	
Total Miami Hours:	45
Total Hours Transferred Hours:	79
Total Hours Earned:	124

Miami University Degree Awarded – minimum of 124 total credit hours required

Note: This document is an unofficial, information guide. Students should work closely with faculty and/or academic advisors at both Cincinnati State and Miami University.

SPECIAL NOTES

1. When applying to Miami University Regionals, please apply early for best course availability. For fall applicants, we suggest applying in spring semester.
2. Application Deadlines: Fall Admission – Aug. 1. Spring Admission – Jan. 1.
3. Transfer Scholarship Deadlines: Fall Admission – June 1. Spring Admission – Dec. 1. See the Miami Regionals scholarship page for more information: MiamiOH.edu/Regionals/Scholarships

Department Website:

programs.MiamiOH.edu/program/small-business-management-bs/