

BLUEFIELD STATE COLLEGE
The W. Paul Cole, Jr. School of Business

Articulation Agreement
for
Southwest Virginia Community College
Associate of Applied Science in Business Technology
(Major: Management/Specialization: Marketing Communications)

Southwest Virginia Community College	Bluefield State College				
Course Number	Course Name	Credits	Course Number	Course Name	Credits
First Semester Coursework					
BUS 100	Introduction to Business	3		Elective	3
MKT 100	Principles of Marketing	3	MRKT 210	Principles of Marketing	3
MKT 170	Customer Service	2		Elective	2
SDV 108	College Survival Skills	1		Elective	1
ENG 111	College Composition I	3	ENGL 101	Composition I	3
ITE 115	Intro Computer Appl & Concepts	3	BUSN 130	Microsoft Word/Presentations	3
	Total	15			15
Second Semester Coursework					
AST 205	Business Communications	3	BUSN 242	Business & Electronic Comm.	3
MKT 216 Or MKT 284	Promotion Or Social Media Networking	3	MRKT 352	Integrated Marketing Comm.	3
ENG 112	College Composition II	3	ENGL 102	Composition II	3
MTH 151	Mathematics for Liberal Arts I	3	MATH 101	General Mathematics	3
	Social Science Elective	3		Social Science Elective	3
	Total	15			15
Third Semester Coursework					
ACC 211	Principles of Accounting I	4	ACCT 201	Principles of Accounting I	3
				Elective	1
BUS 200	Principles of Management	3	MGMT 210	Principles of Management	3
BUS 241	Business Law I	3	BUSN 301	Business Law/Legal Environ.	3
MKT 229	Marketing Research	3		Elective	3
	Humanities/Fine Arts	3		Humanities/Fine Arts Elective	3
	Total	16		Total	16

Fourth Semester Coursework					
ACC 212	Principles of Accounting II	4	ACCT 202	Principles of Accounting II	3
				Elective	1
BUS 204	Project Management	3		Elective	3
MKT 260	Customer Service Mgmt	3		Elective	3
BUS 290 or BUS 299	Coordinated Internship or Supervised Study	1		Elective	1
MKT 275 Or MKT 285	International Marketing Or Current Issues in Marketing	3		Elective	3
PED	HLT or PED	1		Elective	1
	Total	15			15