



**Mercer University and Georgia Piedmont Technical College
Transfer Agreement**

Bachelor of Business Administration (BBA) in Marketing

Georgia Piedmont Technical College Courses			Mercer University Equivalent Courses		
Course #	Course Title	Credit Hours	Course #	Course Title	Credit Hours
Area I: Language Arts/Communication (6 hours)			Communication (9–12 hours)		
ENGL 1101	Composition and Rhetoric	3	ENG 108/ INT 101*	Composition I/ Understanding Self and Others	3
			*Must have 30 transferrable credits in order to receive credit for INT 101 and INT 201		
			LBST 175*	Academic Writing I	3
			*Must successfully complete both ENGL 1101 and ENGL 1102 in order to receive credit for LBST 175 and LBST 180		
Area II: Social/Behavioral Sciences (6 hours)			Behavioral/Social Sciences (12 hours)		
ECON 1101	Principles of Economics	3	ECN 100	Principles of Economics	3
ECON 2105	Principles of Macroeconomics	3	ECN 151	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3	ECN 150	Principles of Microeconomics	3
HIST 1111	World History I	3	HIST 200	Topics in World History	3
HIST 1112	World History II	3	HIST 100	History Elective	3

HIST 2111	American History I	3	HIST 201	The United States from Colonization to 1877	3
HIST 2112	American History II	3	HIST 202	The United States from 1877 to the Present	3
			HIST 210	Topics in American History	3
POLS 1101	American Government	3	POLS 100	Government in America	3
PSYC 1101	Introduction to Psychology	3	PSYC 111	Introduction to Psychology	3
SOCL 1101	Introduction to Sociology	3	SOCI 111	Introduction to Sociology	3
Area III: Natural Science/Mathematics (6 hours)			Quantitative Reasoning (3–6 hours)		
Select one MATH course (3 hours):					
MATH 1101	Mathematical Modeling	3	MATH 129	Modeling Functions with Graphs and Tables	3
MATH 1103	Quantitative Skills and Reasoning	3	MATH 140	Reasoning, Sense Making and Practical Applications of Mathematical Concepts	3
MATH 1111	College Algebra	3	MATH 120	Intermediate Algebraic Procedures and Foundations for Statistics	3
Area IV: Humanities/Fine Arts (3 hours)			Humanities/Fine Arts (6 hours)		
Select one course (3 hours):					
ARTS 1101	Art Appreciation	3	ARTH 101	Art Appreciation	3
ENGL 2130	American Literature	3	LITR 277	Topics in U.S. Literature	3
HUMN 1101	Introduction to Humanities	3	HUM 100	Elective Credit	3
MUSC 1101	Music Appreciation	3	MUSC 150	Music Appreciation	3

RELG 1101	World Religions	3	RELG 220	Survey of World Religions	3
Elective: General Education (Choose one course.)					
Any course taken in Areas I, II, III, or IV		3	Any course taken in Areas I, II, III, or IV		3
SPCH 1101	Public Speaking	3	COMM 171	Introduction to Public Speaking	3
Occupational Courses (Choose one course below.)					
MGMT 1115	Leadership	3		No equivalent course	0
MGMT 2115	Human Resource Mgmt.	3		No equivalent course	0
Specialization (Choose one course group below.)					
Entrepreneurship Specialization					
MKTG 2010	Small Business Management	3		No equivalent course	0
MKTG 2210	Entrepreneurship	6		No equivalent course	0
MKTG 2070	Buying and Merchandising	3		No equivalent course	0
Marketing Management Specialization					
MKTG 1370	Consumer Behavior	3		No equivalent course	0
MKTG 2060	Marketing Channels	3		No equivalent course	0
MKTG 2070	Buying and Merchandising	3		No equivalent course	0
Select one MKTG elective course below:					

MKTG 1270	Visual Merchandising	3		No equivalent course	0
MKTG 2010	Small Business Management	3		No equivalent course	0
MKTG 2210	Entrepreneurship	6		No equivalent course	0
MKTG 2270	Retail Operations Management	3		No equivalent course	0
Retail Operations Specialization					
MKTG 1270	Visual Merchandising	3		No equivalent course	0
MKTG 1370	Consumer Behavior	3		No equivalent course	0
MKTG 2070	Buying and Merchandising	3		No equivalent course	0
MKTG 2270	Retail Operations Management	3		No equivalent course	0

Coursework with a grade of C or better is considered for transfer credit.