

Transfer Guide



Type: Transfer Guide

Name of Institution: Concordia University Ann Arbor

Degree: Bachelor of Arts/Bachelor of Science **Major:** Marketing

Modality: On Campus

The total hours for the program are 120 credits. This includes general education, business core, electives, university requirements, and major requirements. Please refer to the [academic catalog](#) for full program requirements.

Concordia University Chicago			Institution Name: Name Here	
Course Prefix	Course Title	CREDITS	Course Prefix	Course Title
MKT-2105	Essentials of Digital Marketing	3	MKTG-345	E-Commerce
MKT-4000	Marketing Research	3	MKTG-426	Marketing Research
MKT-4150	Consumer Behavior	3		Course must be taken at CUC
MKT-4540	Marketing Communication	3		Course must be taken at CUC

Please work with a Concordia University Chicago (CUC) counselor to ensure a smooth transfer to meet degree and graduation requirements, which can be found in the university catalog here: <https://www.cuchicago.edu/academics/academic-resources/registrar/academic-catalog/>. Please note requirements are subject to change without notice and at least half of the major must be completed in residency at CUC. In addition, the number of transfer hours may never exceed more than 90 semester hours. Grades of C or higher are required for prerequisite purposes and applicable to the major.

Computer Science, Health and Human Performance, Math and Natural Science prerequisite and major courses must be completed within five years of a student's first semester.

Admission Office Contact Information: Office of Undergraduate Admission - Admission@CUChicago.edu or 708-209-3100 |

Accelerated Degree Program - Accelerated@CUChicago.edu or 708-209-3535 | **Graduate** - Grad.Admission@CUChicago.edu or 708-209-4093

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