

Gadsden State Community College

Transfer Pathway with Jacksonville State University

Articulation Agreement for Marketing Management and Integrated Studies

This chart reflects current curriculum for the A.A.S. in Marketing Management and the Bachelor of Arts degree in Integrated Studies.

Gadsden State Community College

Marketing Management A.A.S.

This chart shows how the GSCC hours will be articulated toward the BA in Integrated Studies.

GSCC Item#	GSCC Course Title	GSCC Hours	JSU Articulated Course*	JSU Hours
Area I – Written Composition				
ENG 101	English Composition I	3	EH 101	3
ENG 102	English Composition II	3	EH 102	3
Area II – Humanities and Fine Arts				
	Human/Fine Arts Elective	3	Fine Art or Humanities	3
Area III – Natural Sciences and Mathematics				
MTH 116	Mathematical Applications	3	GE 100+ General Elective	3
	Natural Science and Lab	4	Science with Lab	4
Area IV – History, Social, and Behavioral Sciences				
PSY 200	General Psychology	3	PSY 201	3
Area V – Professional, Major, and Elective Courses				
	ART 253 or Approved Elective	3	ART 100+ Art Elective	3
BUS 100	Introduction to Business	3	CBA 115	3
BUS 146	Personal Finance	3	INS 100+ Elective	3
BUS 186	Elements of Supervision	3	INS 100+ Elective	3
BUS 241	Principles of Accounting	3	ACC 200	3
BUS 263	The Legal and Social Environment of Business	3	FIN 292	3
BUS 276	Human Resource Management	3	INS 200+ Elective	3
	BUS 291 or BUS 296	3		
CIS 146	Computer Applications	3	CS 201	3
	CIS 207 or CIS 208	3	CS 200+ Computer Science Elective	3
MKT 122	Visual Merchandising	3	INS 100+ Elective	3
MKT 123	Fundamentals of Selling	3	INS 100+ Elective	3
MKT 220	Advertising and Sales Promotion	3	INS 200+ Elective	3
MKT 221	Consumer Behavior	3	INS 200+ Elective	1
MST 209	Physical Supply and Distribution	3		
ORI 101	Orientation to College	1	GE 100+ General Elective	1
SPH 106	Fundamentals of Oral Communication	3	EH 141	3
	TOTAL Hours	68		60

*INS 100+ and 200+ Electives do not count toward the 40 required hours of AHSS coursework in the Bachelor of Arts in Integrated Studies

Jacksonville State University

Bachelor of Arts in Integrated Studies

This chart shows the remaining courses and hours to be completed at JSU for the BA in Integrated Studies (120 total hours).

Course	Description	JSU Hours
MS 110	Finite Mathematics (or higher)	3
EH 141	Speech	0
EH 101	English Composition I	0
EH 102	English Composition II	0
	History Sequence	3
	History Sequence	3
	Social or Behavioral Science – PSY 201	0
	Social or Behavioral Science	3
	Literature	0*
	Fine Arts	3*
	Jax MIX Expression Course (Literature, Fine Art, Foreign Language, or Humanities)	3*
	Science with Lab	0
	Science with Lab	4
	Integrated Studies Support Courses 100+ and 200+ Level (43 hours) - MS 116 = Gen Elective 100+ (3) - ART 100+ Art Elective (3) - CBA 115 (3) - ACC 200 (3) - FIN 292 (3) - CS 201 (3) - CS 200+ Computer Science Elective (3) - ORI 101 – Gen Elective 100+ (1) - BUS and MKT - INS 100+ and 200+ Electives – Technical Specialty Courses (19) - Must complete 2 hours at JSU so at least 60 hours completed at four-year institution	2
	Integrated Studies Major Courses (36 hours) 300- or 400-level coursework with a grade of C or better in each course	36
	TOTAL Hours	60

*The Area II Humanities and Fine Arts Elective taken at GSCC will count for one of these courses.

Other Requirements:

- Students must complete a total of 40 hours of AHSS coursework beyond the Jax MIX General Education Curriculum.
 - Please see the JSU Undergraduate Catalog's entry for the [Bachelor of Arts in Integrated Studies](#) for more details, including a list of Arts, Humanities, Social Sciences, and Science (AHSS) subjects
- At least half of the bachelor's degree (60 hours) must be taken at a four-year institution
- At least 25% of the bachelor's degree must be taken at JSU
- A minimum of 36 hours must be taken at the 300/400 level with a C or better
- No more than 46 hours of nontraditional credit will be accepted
- JSU does not accept the following types of coursework for transfer: co-op, preceptorship, internship, clinical, practicum, directed study, or seminar.
- Each student's transcript will be evaluated for additional general education transfer credits. Additional Technical Specialty coursework may be transferred in as INS electives, as needed, in accord with all current JSU policies and practices.