TESU B.S.B.A. Marketing Degree Plan: Transfer Credit Map

B.S.B.A. in Marketing at Thomas Edison State University, with UPI Study courses

About this degree plan.
UPI Study made this plan; TESU did not provide, review or approve it. Students ask us for plans like this all the time, so we built it ourselves from TESU's published catalog and its posted equivalency list for UPI Study courses, as carefully as we can. Catalogs and transfer rules change, and TESU alone decides what counts toward your degree. Please check every line of this plan and sheet with your TESU advisor before you enroll or pay. UPI Study takes no responsibility for decisions made from this plan; it is a planning tool to help you.

60 of the 120 credits can come from UPI Study courses on TESU's posted equivalency list; 60 are left to take at TESU. Up to 75 if TESU confirms the rows marked “Ask your advisor”.

Credits for the degree	UPI Study can cover	Left to take at TESU
120	60	60

60 of 120 credits from UPI Study — 60 credits taken at TESU

One square per credit, in the colours of the status column; every three squares are one 3-credit course. Grey squares are taken at TESU. Sections are ordered fullest first; inside a section the order is TESU's own.

How to read the table

"UPI suggests trying ..." is a course to try, not an official equivalency, and is never counted. "Ask your advisor if UPI's ... could count" names courses the advisor may place here. The sections come fullest first; inside each one the order is TESU's own.

- **Covered** — the UPI Study course on the row fills this requirement
- **Ask your advisor** — a UPI Study course may fit, but TESU has not confirmed it for this row, so it is not counted
- **UPI suggests trying** — a UPI Study course on the subject: one to try, not an official equivalency, never counted
- **Study guide** — UPI Study has no course here; TESU accepts an exam, and TransferCredit.org (our sister site) has a study guide for it
- **Take this at TESU** — TESU itself says this cannot be transferred in
- **Ask your advisor about this** — no official equivalency and nothing to suggest yet; nothing here is counted

Requirement	TESU course	UPI Study course	Status
IV. Electives			15 of 15 credits from UPI Study
Free electives 15 credits	Any college-level credit (TESU: "The elective category may be satisfied by almost any college credits")	**Leading Organizational Change (Business 213, 3 cr)** Counts as LDR-2450 Leading Organizational Change **International Business (Business 300, 3 cr)** Counts as MAN-3710 International Business **Human Resources Management (Business 306, 3 cr)** Counts as HRM-3310 Human Resources Management **Entrepreneurship (Business 310, 3 cr)** Counts as MAN-4310 Entrepreneurship **Intro to Biology 1 (Biology 100, 3 cr)** Counts as BIO-1110 General Biology I	Covered
I. General Education - D. Scientific Knowledge			6 of 6 credits from UPI Study
Scientific Knowledge (natural sciences or computer science) 6 credits	EAS-1010 General Earth Science BIO-2080 The Science of Nutrition	**Chemistry I (Chemistry 111, 3 cr)** Counts as CHE-1110 General Chemistry I **Physics I (Physics 200, 3 cr)** Counts as PHY-1110 Physics I	Covered
I. General Education - B. Civic and Global Leadership			6 of 9 credits from UPI Study

Requirement	TESU course	UPI Study course	Status
Diversity / Intercultural Literacy 3 credits	SOC-1010 Our Changing World: An Introduction to Sociology	**Introduction to Sociology (Sociology 110, 3 cr)** Counts as SOC-1010 Our Changing World: Intro to Sociology	Covered
Ethical Leadership 3 credits	ETH-2200 Leading the Way: A Path Towards Ethical Leadership	**Business Ethics (Business 211, 3 cr)** Counts as PHI-3840 Ethics and the Business Professional	Covered
Civic Engagement and Awareness 3 credits	POS-1100 American Government	Ask your advisor about this.	Ask your advisor about this
II. Professional Business Requirements (business core)			27 of 42 credits from UPI Study
Principles of Financial Accounting 3 credits	ACC-1010 Principles of Financial Accounting	UPI Study has no Principles of Financial Accounting course yet. UPI's Managerial Accounting already counts in this plan as ACC-1020 Principles of Managerial Accounting. UPI Study has no course for this. You can earn it by exam: TransferCredit.org's Financial Accounting study guide (our sister site) prepares you for the CLEP Financial Accounting exam, and TESU accepts a passing score for ACC-1010 Principles of Financial Accounting.	Study guide
Principles of Managerial Accounting 3 credits	ACC-1020 Principles of Managerial Accounting	**Managerial Accounting (Accounting 210, 3 cr)** Counts as ACC-1020 Principles of Managerial Accounting	Covered
Computer Concepts and Applications 3 credits	CIS-1070 Computer Concepts and Applications	**Computer Concepts and Applications (Computer Science 150, 3 cr)** Counts as CIS-1070 Computer Concepts and Applications	Covered
Business Law 3 credits	LAW-2010 Business Law	**Business Law (Business 250, 3 cr)** Counts as LAW-2010 Business Law	Covered
Principles of Management 3 credits	MAN-2100 Principles of Management	**Principles of Management (Business 101, 3 cr)** Counts as MAN-2100 Principles of Management	Covered
Introduction to Marketing 3 credits	MKT-2010 Introduction to Marketing	**Principles of Marketing (Marketing 102, 3 cr)** Counts as MKT-2010 Introduction to Marketing	Covered
Principles of Finance 3 credits	FIN-3010 Principles of Finance	**Principles of Finance (Finance 201, 3 cr)** Ask the TESU advisor: TESU's equivalency for UPI Study's Principles of Finance is FIN-2000 Principles of Finance (a 2000-level transfer code), not the FIN-3010 this degree lists.	Ask your advisor
Macroeconomics 3 credits	ECO-1110 Macroeconomics	**Macroeconomics (Economics 252, 3 cr)** Counts as ECO-1110 Macroeconomics	Covered
Microeconomics 3 credits	ECO-1120 Microeconomics	**Microeconomics (Economics 251, 3 cr)** Counts as ECO-1120 Microeconomics	Covered
Quantitative Skills for Business 3 credits	BUS-2100 Quantitative Skills for Business	**Quantitative Analysis (Math 250, 3 cr)** Counts as BUS-2100 Quantitative Skills for Business	Covered

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Statistics (degree requires "Statistics" in the business core) 3 credits	STA-2010 Principles of Statistics	**Principles of Statistics (Statistics 101, 3 cr)** Ask the TESU advisor: TESU's equivalency is ECO-2700 Business & Economic Statistics, not the STA-2010 listed; the degree text asks for "Statistics" in the business core, so it is likely but not confirmed.	Ask your advisor
Managerial Communications 3 credits	MAN-3730 Managerial Communications	TESU counts UPI's Advanced Technical Writing as ENG-2010 Technical Writing, not for this requirement. Ask your advisor about this.	Ask your advisor about this
International Management 3 credits	MAN-3720 International Management	**Globalization and International Management (Business 309, 3 cr)** Counts as MAN-3720 International Management	Covered
Business Administration Capstone 3 credits	BUS-4210 Business Administration Capstone	Take this at TESU.	Take this at TESU
I. General Education - C. Knowledge of Human Cultures			6 of 15 credits from UPI Study
Social Sciences 3 credits	SOC-2100 Marriage and the Family	**Introduction to Psychology (Psychology 110, 3 cr)** Counts as PSY-1010 Introduction to Psychology	Covered
History 3 credits	HIS-1130 American History I	UPI suggests trying US History 1.	UPI suggests trying
Humanities 3 credits	FIL-1100 Exploring American Cinema	**Principles of Philosophy (Philosophy 200, 3 cr)** Counts as PHI-1010 Introduction to Philosophy	Covered
Two more courses from Social Sciences, History or Humanities 6 credits	SOC-2910 Criminology HIS-1140 American History II HIS-1210 Introduction to World History I or one of 2 more	**Advanced Technical Writing (English 120, 3 cr)** Ask the TESU advisor: TESU's General Education Courses page lists ENG-2010 Technical Writing under Humanities, but TESU's catalog definition of Arts and Humanities says technical writing courses "do not satisfy this requirement". **Leadership and Organizational Behavior (Business 206, 3 cr)** Ask the TESU advisor: TESU lists MAN-3110 Organizational Behavior under Social Sciences; UPI Study's TESU code is MAN-2120, which is not on that list.	Ask your advisor
I. General Education - A. Intellectual and Practical Skills			0 of 15 credits from UPI Study
Written Communication (English Composition I and II) 6 credits	ENC-1010 Writing for Success ENC-1020 Writing for Success II	UPI suggests trying English Composition 1.	UPI suggests trying
Oral Communication 3 credits	COM-2090 Public Speaking	UPI suggests trying Business Communication.	UPI suggests trying
Quantitative Literacy - College Algebra (named by this degree) 3 credits	MAT-1210 College Algebra	UPI suggests trying College Algebra.	Ask your advisor
Information Literacy (SOS-1100, TESU institutional requirement) 3 credits	SOS-1100 Fact, Fiction, or Fake? Information Literacy Today	Take this at TESU.	Take this at TESU

Requirement	TESU course	UPI Study course	Status
III. Area of Study - Marketing (18 credits)			0 of 18 credits from UPI Study
Marketing Research (required) 3 credits	MKT-4110 Marketing Research	**Marketing Research (Marketing 300, 3 cr)** Ask the TESU advisor: TESU's October 2026 update gives MKT-2110 "Introduction to Marketing" for UPI Study's Marketing Research.	Ask your advisor
Marketing electives (15 credits) 15 credits	MKT-4790 Applied Marketing Practices MKT-3060 Creating and Implementing the Electronic Enterprise MKT-3350 New Product Development and Marketing or one of 2 more	TESU counts UPI's Marketing Research as MKT-2110 Introduction to Marketing, not for this requirement. Ask your advisor about this.	Ask your advisor about this

TransferCredit.org's Financial Accounting study guide: https://www.transfercredit.org/study-guides/clep-financial-accounting

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The live plan, the plan builder, the Excel sheet and the sources: https://www.upistudy.com/degree-plans/tesu/bsba-marketing