Principles of Marketing (possible transfer credit)

1. If taken at an AACSB accredited institution at upper division level, we automatically give credit for the course.

2. Only those who have taken a Principles of Marketing course at a 2 or 4 year college can sit for our comprehensive Principles of Marketing exam.

3. If taken at an AACSB accredited institution at a sophomore level, then we will evaluate the nature of the offering (the syllabus, the textbook used, the projects involved in the class, the course prerequisites, etc.). We may or may not accept the course as a substitute for our course. If we do not accept the course, the student can take our comprehensive Principles of Marketing exam and with our specified minimum grade of 70% the student will get credit for the course.

4. If taken at a four-year non-AACSB accredited college (at the sophomore, junior or senior level), we will evaluate the nature of the offering (the syllabus, the textbook used, the projects involved in the class, the course prerequisites, etc.). We may or may not accept the course as a substitute for our course. If we do not accept the course, the student can take our comprehensive Principles of Marketing exam and with our specified minimum grade of 70% the student will get credit for the course.

5. If taken at a two-year community college, we do not grant credit for the course. The student can take our comprehensive Principles of Marketing exam and with our specified minimum grade of 70%, the student will get credit for the course.

6. If taken by CLEP with a score of 50 or higher, we automatically give credit for the course.

Approved by Dept. on March 6, 2013