

**Raritan Valley Community College (RVCC) & La Salle University**  
**Transfer Guide for Marketing Option in Business Administration (A.S.) at RVCC**  
**to Marketing (B.S.B.A.) at La Salle University**

<b>RVCC Courses</b>	<b>cr.</b>	<b>La Salle University Courses Satisfied</b>	<b>cr.</b>
ENGL 111 English Composition 1	3	ENG 110 College Writing I: Persuasion	3
BUSI 111 Introduction to Business	3	BUS 100 Business Perspectives	3
ACCT 101 Financial Accounting	4	BUS 101 Intro to Financial Accounting	(3) 4*
COMP 102 Computer Literacy	3	CSC 151 Intro to Computing Using Packages	3
ENGL 112 English Composition II	3	Elective Credit	3
ACCT 104 Managerial Accounting	4	BUS 102 Accounting for Financial & Managerial Decision-Making	(3) 4*
MRKT 101 Principles of Marketing	3	BUS 204 Principles of Marketing w Appl	3
MATH 110 Statistics I	3	SOC 301 Principles of Statistics	3
COMM 101 Speech	3	COM 150 Presentation Skills	3
BUSI 112 Principles of Management	3	BUS 203 Organizational Behavior & Skill Dev	3
ECON 101 Macroeconomics	3	ECN 150 Intro Macroeconomics	3
BUSI 131 Business Law I	3	BUS 303 Legal & Ethical Env of Business	3
Mathematics Course: Recommend MATH 150 Applied Calculus	4	MTH 114 Applied Business Calculus	4
Marketing Elective (Note: MRKT 292 is not transferable)	3	Credit given depends on course taken	3
ECON 102 Microeconomics	3	ECN 201 Intro Microeconomics	3
Science (lab)	4	Credit given depends on course taken	4
Marketing Elective (Note: MRKT 292 is not transferable)	3	Credit given depends on course taken	3
Humanities Course	3	Credit given depends on course taken	3
COMM 120 Introduction to Mass Communication	3	COM 101 Intro to Mass Media	3
Minimum credits to graduate	60		

**Please NOTE:** Students may complete the requirements for the bachelor's degree program within two years, although certain majors may require more than 20 courses, which could result in extended time at La Salle.

**RVCC-La Salle Dual Admission Students:** Please refer to the Dual Admission application for eligibility requirements. Students interested in applying to La Salle through the Dual Admission program must sign the Dual Admission Application before completing 45 college-level credits. The Dual Admission Agreement includes a Core-to-Core component. Under the Dual Admission agreement, La Salle University's Core will essentially be fulfilled by the Core at The Raritan Valley Community College. In order to meet the requirements of La Salle's Core, students must take two CORE "qualifiers" at La Salle: REL 100 Religion Matters and ENG 210 College Writing II: Research. Students must take these at La Salle as there are no equivalents at RVCC. Please see additional notes regarding Dual Admission on the reverse side.

**Non-Dual Admission students** who transfer to La Salle University will be required to complete the entire La Salle Core, which includes courses in a number of disciplines. Coursework can be taken at La Salle or prior to transfer. Seek advisement for course options and visit the La Salle website, [www.lasalle.edu](http://www.lasalle.edu), to view the current course catalog.

*\*When equivalent courses are worth different credit amounts, the course will be satisfied and the amount of credit earned will transfer.*

**Raritan Valley Community College (RVCC) & La Salle University  
Transfer Guide for Marketing Option in Business Administration (A.S.) at RVCC  
to Marketing (B.S.B.A.) at La Salle University**

**Notes for Dual Admission Applicants:**

- 1) Dual Admission applications must be completed on La Salle University's website, [www.lasalle.edu](http://www.lasalle.edu), before 45 college credits are earned. It is free to apply online.
- 2) Additional courses beyond the associate's degree can be taken at RVCC to meet program requirements at La Salle.
- 3) For admission review, an official RVCC transcript (and transcripts from all prior institutions) must be sent one semester prior to graduating to the Office of Transfer Admission, La Salle University, 1900 W Olney Ave, Philadelphia, PA 19141.
- 4) A final official transcript must be sent by the student as soon as the final semester is completed and associate's degree conferred.
- 5) Students must uphold a grade point average of 2.5 or higher to qualify for Dual Admission.
- 6) All Dual Admission applicants for full-time day programs will be eligible for the Dual Admission Achievement Scholarship.

**Additional Notes for all applicants (Dual Admission and regular transfer):**

- 1) The maximum amount of transfer credits awarded cannot exceed 90.
- 2) At least half of the courses required by the major department (i.e., major requirements) must be completed at La Salle.
- 3) For admission review, official transcripts must be sent from all previous colleges attended.
- 4) All full-time day applicants will be eligible for the merit-based Founder's Scholarship. The award amount will depend on grade point average and quality of curriculum.
- 5) The Phi Theta Kappa Scholarship is offered to all qualified full-time day transfer applicants who are members of PTK with a 3.5 cumulative GPA or above. Proof of membership is required to qualify for this scholarship.
- 6) Non-Dual Admission students should seek advisement on General Education Elective courses that will satisfy the La Salle Core.
- 7) Students are strongly advised to use this guide with the assistance of transfer services at RVCC. The information in this transfer guide is subject to change. Therefore, students are advised to check periodically with transfer services for up-to-date information and to contact the Assistant Dean at La Salle, listed below, for advisement on major requirements that can be taken at RVCC. Following this guide does not guarantee the transfer of credit or admission to La Salle University.

**Contact Information**

**La Salle University**

School of Business, Kristen Garry, 215 951 1058, [garry@lasalle.edu](mailto:garry@lasalle.edu)

Transfer Admission, 215 951 1500, [admiss@lasalle.edu](mailto:admiss@lasalle.edu)

**Raritan Valley Community College**

Advising & Counseling Services, 908 526 1200 x8336 [acs@raritanval.edu](mailto:acs@raritanval.edu)

### Requirements for Completion of B.S.B.A., Marketing major, at La Salle University

Number of major courses required for graduation: 26

Total number of courses required for graduation: 40

Number of major credits required for graduation: 80

Total number of credits required for graduation: 120

Per the Dual Admission Agreement, the CORE is satisfied by the specified associate's degree earned, except for the following CORE Qualifier(s) that must be completed:

Course(s) at La Salle	Equivalent at Partner School	Notes
REL 100 Religion Matters	Not applicable	Must be taken at La Salle
ENG 210 College Writing II: Research	Not applicable	Must be taken at La Salle

The following courses are major requirements for graduation from La Salle. At least half of the courses required by the major department (i.e., major requirements) must be completed at La Salle. Therefore, no more than 13 of the required major courses for this major will be satisfied by transfer coursework.

Required Major Courses at La Salle	Equivalent at Partner School	Notes
<b>Required for all Business majors:</b>		
ENG 110 College Writing I: Persuasion	ENGL 111 English Composition I	Required for A.S.
ENG 210 College Writing II: Research		
MTH 114 Appl Business Calc (or MTH 120)	MATH 150 Applied Calculus	Mathematics Elective
CSC 155 Intro to Computer Appl for Business	Satisfied by COMP 102 Computer Lit	Required for A.S.
BUS 150 Presentation and Collaboration Skills for Business	Satisfied by COMM 101 Speech	Required for A.S.
ECN 150 Intro Macroeconomics	ECON 101 Macroeconomics	Required for A.S.
ECN 201 Intro Microeconomics	ECON 102 Microeconomics	Required for A.S.
BUS 100 Business Perspectives	BUSI 111 Introduction to Business	Required for A.S.
BUS 101 Intro to Financial Accounting	ACCT 101 Financial Accounting	Required for A.S.
BUS 102 Accounting for Financial & Managerial Decision-Making	ACCT 104 Managerial Accounting	Required for A.S.
BUS 200 Bus Professionalism & Career Prep		
BUS 202 Descriptive & Predictive Analytics	MATH 117 Statistics	Extra Course*
BUS 203 Organizational Beh & Skill Dev	BUSI 112 Principles of Management	Required for A.S.
BUS 204 Princ of Marketing w Appl	MRKT 101 Principles of Marketing	Required for A.S.
BUS 205 Business Systems for Analytics		
BUS 206 Financial Markets & Institutions		
BUS 208 Fundamentals of Financial Mgmt	BUSI 192 Principles of Finance	Extra Course*
BUS 303 Legal & Ethical Env of Business	BUSI 131 Business Law I	Required for A.S.
BUS 304 Prescriptive Analytics		
BUS 400 Business Strategy		
International Business Course/Experience (ECN 331, ECN 335; BUS 300; MKT 305; FIN 403; or MGT 356; or any Sch of Bus travel-study course)	BUSI 154 International Business will satisfy this requirement for Non-International Business majors; ECON 202=ECN 331	Extra Course*
MKT 301 Personal Selling		
MKT 401 Marketing Research		
MKT 402 Marketing Management		
Choose 2: MKT 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 370, 371, 372, 373 or 374		

\*In addition to courses required for the A.S., extra courses can be taken at RVCC, but only up to half of the major requirements can be satisfied by transfer coursework. Seek advisement.

**Free Electives**

In addition to the requirements listed above, students must take enough courses to fulfill graduation credit requirements for their School and major.

The information in this transfer guide is subject to change. Therefore, students are advised to check periodically with transfer services for up-to-date information and to contact the Assistant Dean at La Salle for advisement on major requirements that can be taken at the two-year school. Following this guide does not guarantee the transfer of credit or admission to La Salle University.

Revised 7/24