



**CSM ASSOCIATE OF APPLIED SCIENCE IN BUSINESS
MANAGEMENT: DIGITAL MARKETING CONCENTRATION**

Students transferring from CSM with a conferred Associate of Arts or Associate of Science degree will have the Gen Ed (General Education Requirement) block of courses met at UMGC (A.A.S. degrees not included). Please see community college advisor for course sequencing



**UNIVERSITY OF MARYLAND
GLOBAL CAMPUS**

**CATALOG YEAR:
2021-2022**

UMGC BACHELOR OF SCIENCE IN MARKETING

<http://www.umgc.edu/transfers-and-credits/community-college-alliances/maryland-community-college-alliances.cfm>

CREDITS	COLLEGE OF SOUTHERN MARYLAND Requirements for Associate Degree	UNIVERSITY OF MARYLAND GLOBAL CAMPUS Requirements for Bachelor's Degree
3	ENG 1010 Gen Ed requirement	WRTG 112 (<i>Must be completed with a grade of C- or better</i>)
3	BAD 1015 Program requirement	◆ BMGT 110 (required for the major)
3	BAD 1300 Program requirement	Elective
3	BAD 1335 Program requirement	CMST elective
3	COM 1020 Gen Ed requirement	JOUR 201 (Gen Ed Communications)
3	ACC 2010 Program requirement	ACCT 220 (elective)
3	BAD 1210 Program requirement	BMGT 364* (required for the major)
3	COM 2080 Program requirement	WRTG elective (Gen Ed Communications)
3	MTH 1015 Gen Ed requirement	STAT 200 (Gen Ed Mathematics)
3	COM 1010 or COM 1650 Gen Ed requirement	SPCH 100 or SPCH 101 (elective)
3	ECN 2020 Gen Ed requirement	ECON 203 (Gen Ed Social & Behavioral Science; related req to the major)
3	COM 1350 Gen Ed requirement	SPCH 482* (elective)
3	ACC 2020 Program requirement	ACCT 221 (elective)
3	BAD 2700 Program requirement	HMRN 300* (elective)
3	BAD 2630 Program requirement	MRKT elective
3	SCE 1010 Gen Ed requirement	Gen Ed Biological & Physical Science
3	BAD 2610 Program requirement	◆ MRKT 310 (required for the major)
3	BAD 2070 Program requirement	BMGT 380* (elective)
3	BAD 2710 Program requirement	BMGT 365* (elective)
3	BAD 2140 Program requirement	BMGT elective
60	Total Credits Transferred	

REMAINING UMGC DEGREE REQUIREMENT RECOMMENDED SEQUENCE UPON TRANSFER WITH ASSOCIATE DEGREE

LIBS 150, CAPL 398A, or other Gen Ed course (will be fulfilled by 1 credit of COM 1350 from CSM)	---
PACE 111B or other 3-credit PACE course	3
IFSM 300 (Gen Ed Computing; related requirement to the major)	3UL
HUMN 100 or other Gen Ed Arts & Humanities	3
BIOL 103 or other Gen Ed Biological & Physical Science	4
ECON 201 (Gen Ed Behavioral & Social Science; related requirement to the major)	3
◆ MRKT 354 (required for the major)	3UL
◆ ACCT 301 (required for the major)	3UL
◆ MRKT 395 (required for the major)	3UL
◆ MRKT 410 (required for the major)	3UL
WRTG 394 or other upper-level writing (Gen Ed Communications)	3UL
◆ BMGT 496 (required for the major)	3UL
◆ MRKT 412 (required for the major)	3UL
◆ MRKT 454 (required for the major)	3UL
◆ MRKT 457 (required for the major)	3UL
Elective	3
◆ MRKT 314 (required for the major)	3UL
Elective	3
Elective	3
◆ MRKT 495 (required for the major)	3UL
Elective	2
TOTAL CREDITS REMAINING AT UMGC	60

NOTES: Minimum of 120 credits, including 36 upper-level (courses numbered 300-499) required for bachelor's degree with minimum 2.0 (C) grade point average (GPA) / No course within major or minor below 2.0 GPA / At least one-half of credits within major and minor comprised of: a. upper-level; b. UMGC resident; c. traditional college courses earning a grade / Maximum of 70 transfer credits to UMGC from 2-year or community college (actual number of transfer credits dependent on meeting all UMGC bachelor degree requirements) / WRTG 112 completed with grade of 1.67 GPA (C-) or better / ◆ = Denotes course in major at UMGC / * = Denotes lower-level course meets content requirement of upper-level course but does not transfer as upper-level / UL = Denotes upper-level course