

## 2019-2020 Asheville-Buncombe Tech Community College (AAS) to University of Mount Olive (BA) Transfer Guide

*Business Adm./Mkt & Retail, AAS (A25120MK)*

*Bachelor of Arts: Marketing (08/20)*

	<u>ABTech CC</u>	<u>Course Name</u>	<u>UMO Equivalencies</u>	<u>Degree Destination</u>	<u>Credit</u>
<i>Fall Semester One (13sh)</i>	ACA 115 (1sh)	Success & Study	E (1sh)	Elective	1
	BUS 110 (3sh)	Intro to Business	BUS 110/E/C (3sh)	GER Citizenship	3
	CIS 110 (3sh)	Intro to Computers	CIS 110/E/Ti (3sh)	GER Tech/Info Literacy	3
	ENG 111 (3sh)	Writing and Inquiry	ENG 111/W (3sh)	GER Written Communication	3
	MAT 143 (3sh)	Quantitative Literacy	MAT 121/E/Q (3sh)	GER Quantitative Reasoning	3
<i>Spring Semester One (16sh)</i>	ACC 120 (4sh)	Principles of Accounting I	ACC 211/E (3sh)	*Major Requirement	3
	MKT 120 (3sh)	Principles of Marketing	<i>combined with MKT 220</i>		
	MKT 121 (3sh)	Retailing	E (3sh)	Elective	3
	MKT 122 (3sh)	Visual Merchandising	E (3sh)	Elective	3
	MKT 221 (3sh)	Consumer Behavior	E (3sh)	Elective	3
<i>Summer Semester One (12sh)</i>	BUS 115 (3sh)	Business Law I	BUS 201/E (3sh)		
	BUS 137 (3sh)	Principles of Management	E (3sh)	Elective	3
	ECO 251 (3sh)	Prin of Microeconomics	ECO 201/E/C/G/SB (3sh)	GER Global Understanding	3
	HUM 115 (3sh)	Critical Thinking	PHI 210/E/G (3sh)	Elective	3
<i>Fall Semester Two (13sh)</i>	ECO 252 (3sh)	Prin of Macroeconomics	ECO 202/E/C/G/SB (3sh)	GER Soc/Behavioral Science	3
	MKT 123 (3sh)	Fundamentals of Selling	E (3sh)	Elective	3
	MKT 232 (4sh)	Social Media Marketing	E (4sh)	Elective	4
	MKT 223 (3sh)	Customer Service	<b>MKT 351/with MKT 120</b>	*Major Requirement	3
<i>Spring Semester Two (14sh)</i>	COM 231 (3sh)	Public Speaking	ENG 241/E/O/SB/G (3sh)	GER Oral Communications	3
	MKT 220 (3sh)	Advertising & Sales Prom.	E (3sh)	Elective	3
	MKT 225 (3sh)	Marketing Research	E (3sh)	Elective	3
	MKT 227 (3sh)	Marketing Applications	E (3sh)	Elective	3
	MKT 229 (2sh)	Special Events Production	E (2sh)		
<b>Total ABTech CC Hours</b>		<b>68</b>		<b>Hours Transferring to UMO</b>	<b>59</b>
				<b>Minimum Hours for Degree</b>	<b>126</b>

\* Recommended courses for transfer based on elective lists.

<b>W</b> = Written Communication	<b>F</b> = Fine Arts
<b>TI</b> = Technology/Info Literacy	<b>L</b> = Literature
<b>G</b> = Global Understanding	<b>C</b> = Citizenship
<b>SB</b> = Social/Behavioral Sci	<b>BP</b> = Biological/Phys Sci
<b>H</b> = History	<b>RL</b> = Related Studies
<b>O</b> = Oral Communication	<b>R</b> = Religion
<b>GER</b> = General Education	<b>Q</b> = Quantitative Reasoning
<b>E</b> = Elective	

<b>Updated</b> 6/29/2020
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Notes: (1) A maximum of 64sh can be transferred from a 2yr school. (2) Transferred courses must earn minimum grade of "C".

**University of Mount Olive Coursework-Adult & Online**  
*Sample Schedule to complete final two years of Marketing degree*

<b>Semester One (12sh)</b>	ENG 112 (3sh)	English Composition	GER Requirement	<b>3</b>
<i>Start of year One</i>	FIN 320 (3sh)	Corporation Finance	*Major Requirement	<b>3</b>
	ENG 213 (3sh)	Perspectives in American Literature	GER Requirement	<b>3</b>
	MKT 352 (3sh)	Consumer Behavior	GER Requirement	<b>3</b>
<b>Semester Two (15sh)</b>	ACC 212 (3sh)	Principles of Managerial Accounting	*Major Requirement	<b>3</b>
	BUS 302 (3sh)	Statistics for Behavioral Sciences	*Major Requirement	<b>3</b>
	HRM 322 (3sh)	Human Capital Management	*Major Requirement	<b>3</b>
	MIS 347 (3sh)	Internet & Social Media Mkt for Business	*Major Requirement	<b>3</b>
	MKT 355 (3sh)	Principles of Retailing	GER Requirement	<b>3</b>
<b>Semester Three (15sh)</b>	ECO 301 (3sh)	Applied Economics for Managers	*Major Requirement	<b>3</b>
	REL 111 (3sh)	Introduction to Old Testament	GER Requirement	<b>3</b>
	BIO 100 (3sh)	Introductory Biology	GER Requirement	<b>3</b>
	CIS 322 (3sh)	Spreadsheet Mod. For Decision Making	*Major Requirement	<b>3</b>
	MIS 331 (3sh)	E-Business/E-Commerce	*Major Requirement	<b>3</b>
<b>Semester Four (13sh)</b>	MGT 385 (3sh)	Entrepreneurship & Small Business Mgt	*Major Requirement	<b>3</b>
<i>Start of year Two</i>	HIS 223 (3sh)	Major Issues in American History	GER Requirement	<b>3</b>
	CHE 110 (4sh)	Introductory Chemistry	GER Requirement	<b>4</b>
	ART 110 (3sh)	Art Appreciation	GER Requirement	<b>3</b>
<b>Semester Five (12sh)</b>	MGT 345 (3sh)	Operations & Supply Chain Management	*Major Requirement	<b>3</b>
	BUS 416 (3sh)	Gov Regulations, Law, & Ethics in Business	*Major Requirement	<b>3</b>
	MKT 405 (3sh)	Marketing Management	*Major Requirement	<b>3</b>
	HIS 200 (3sh)	Contemporary World History	GER Requirement	<b>3</b>

**Notes:** (1) This is a sample schedule only--course and sequence may vary. (2) GER requirements not limited to courses listed in sample schedule. (3) Adult and Online Programs average 12sh per semester, three semester per year--Fall, Spring, & Summer

**Total UMO Hours** 67  
**Total Transferred Hours** 59  
**Total Hours Completed** 126