

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

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

Bachelor of Science: Marketing (08/20)

	<u>ABTech CC</u>	<u>Course Name</u>	<u>UMO Equivalencies</u>	<u>Degree Destination</u>	<u>Credit</u>
Fall Semester One (13sh)	ACA 115 (1sh)	Success & Study	E (1sh)		
	BUS 110 (3sh)	Intro to Business	BUS 110/E/C (3sh)	Elective	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
Spring Semester One (16sh)	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
Summer Semester One (12sh)	BUS 115 (3sh)	Business Law I	BUS 201/E (3sh)	*Major Requirement	3
	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
Fall Semester Two (13sh)	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)		
	MKT 232 (4sh)	Social Media Marketing	E (4sh)		
	MKT 223 (3sh)	Customer Service	MKT 351/with MKT 120	*Major Requirement	3
Spring Semester Two (14sh)	COM 231 (3sh)	Public Speaking	ENG 241/E/O/SB/G (3sh)	GER Oral Communications	3
	MKT 220 (3sh)	Advertising & Sales Prom.	E (3sh)		
	MKT 225 (3sh)	Marketing Research	E (3sh)		
	MKT 227 (3sh)	Marketing Applications	E (3sh)		
	MKT 229 (2sh)	Special Events Production	E (2sh)	Elective	2
Total ABTech CC Hours		68		Hours Transferring to UMO	47
				Minimum Hours for Degree	126

*** Recommended courses for transfer based on elective lists.**

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| <p>W = Written Communication
 TI = Technology/Info Literacy
 G = Global Understanding
 SB = Social/Behavioral Sci
 H = History
 O = Oral Communication
 GER = General Education
 E = Elective</p> | <p>F = Fine Arts
 L = Literature
 C = Citizenship
 BP = Biological/Phys Sci
 RL = Related Studies
 R = Religion
 Q = Quantitative Reasoning</p> |
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Updated 6/29/2020

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-Traditional
Sample Schedule to complete final two years of Marketing degree

Semester One (18sh)	HRM 322 (3sh)	Human Capital Management	*Major Requirement	3
	CIS 322 (3sh)	Spreadsheet Mod. For Decision Making	*Major Requirement	3
	MIS 300 (3sh)	Management Information Systems	*Major Requirement	3
	HIS 200 (3sh)	Contemporary World History	GER Requirement	3
	ENG 112 (3sh)	English Composition II	GER Requirement	3
	ACC 212 (3sh)	Principles of Managerial Accounting	*Major Requirement	3
Semester Two (18sh)	BUS 325 (3sh)	Integrated Business Experience Practicum	*Major Requirement	3
	BUS 302 (3sh)	Statistics for Behavioral Sciences	*Major Requirement	3
	MIS 347 (3sh)	Internet & Social Media Mkt for Business	*Major Requirement	3
	MGT 385 (3sh)	Entrepreneurship & Small Business Mgt	*Major Requirement	3
	FIN 320 (3sh)	Corporation Finance	*Major Requirement	3
	ART 110 (3sh)	Art Appreciation	GER Requirement	3
Semester Three (6sh)	ENG 213 (3sh)	Perspectives in American Literature	GER Requirement	3
	BUS 202 (3sh)	Ethical Decision Making	GER Requirement	3
Semester Four (19sh)	MGT 311 (3sh)	Fundamentals of Management	*Major Requirement	3
	MGT 345 (3sh)	Operations & Supply Chain Management	*Major Requirement	3
	MKT 352 (3sh)	Consumer Behavior	*Major Requirement	3
	BUS 370 (3sh)	International Business	*Major Requirement	3
	MKT 353 (3sh)	Marketing Communication	*Major Requirement	3
	CHE 110 (4sh)	Introductory Chemistry	GER Requirement	4
Semester Five (18sh)	MKT 358 (3sh)	Sales Management	*Major Requirement	3
	MKT 405 (3sh)	Marketing Management	*Major Requirement	3
	MKT 355 (3sh)	Principles of Retailing	*Major Requirement	3
	REL 111 (3sh)	Introduction to Old Testament	GER Requirement	3
	BIO 100 (3sh)	Introductory Biology	GER Requirement	3
	HIS 223 (3sh)	Major Issues in American History	GER Requirement	3

Notes: (1) This is a sample schedule only--course and sequence may vary. (2) GER requirements not limited to courses listed in sample schedule.

Total UMO Hours 79
Total Transferred Hours 47
Total Hours Completed 126