

2019-2020 Blue Ridge Community College (AAS) to University of Mount Olive (BS) Transfer Guide

Business Adm/Market & Retail, AAS (A25120MR)

Bachelor of Science: Marketing (08/20)

	Blue Ridge CC	Course Name	UMO Equivalencies	Degree Destination	Credit
Fall Semester One (16sh)	ACA 122 (1sh)	College Transfer Success	E (1sh)	Elective	1
	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
	MKT 120 (3sh) (3sh)	Principles of Marketing <i>Humanities (ENG 231, 232, 241, or 242)*</i>	<i>combined with MKT 223</i> <i>E/G/L (3sh)</i>	GER Literature	3
Spring Semester One (15/16sh)	BUS 137 (3sh)	Principles of Management	E (3sh)	Elective	3
	BUS 153 (3sh)	Human Resource Mgt.	HRM 221/E (3sh)	Elective	3
	ENG 112 (3sh)	Writing and Research in the Disciplines	ENG 112/W (3sh)	GER Written Communication	3
	MAT 143 (3sh)	Quantitative Literacy	MAT 121/E/Q (3sh)	GER Quantitative Reasoning	3
	MKT 223 (3sh) (3sh)	Customer Service <i>Soc/Behavioral Science (HIS 111, 112, 131, or 132)*</i>	MKT 351-with MKT 120 <i>E/H/G (3sh)</i>	*Major Requirement GER History	3 3
Fall Semester Two (17sh)	ACC 120 (4sh)	Principles of Accounting I	ACC 211/E (3sh)	*Major Requirement	3
	BUS 115 (3sh)	Business Law I	BUS 201/E (3sh)	*Major Requirement	3
	ECO 251 (3sh)	Prin of Microeconomics	ECO 201/E/C/G/SB (3sh)	GER Global Understanding	3
	MKT 220 (3sh)	Advertising & Sales Prom.	E (3sh)		
	WBL 111 (1sh) (3sh)	Work-Based Learning I <i>Major Elective</i>	E (1sh)	Elective Elective	1 3
Spring Semester Two (16sh)	ECO 252 (3sh)	Prin of Macroeconomics	ECO 202/E/C/G/SB (3sh)	GER Soc/Behavioral Science	3
	MKT 225 (3sh)	Marketing Research	E (3sh)		
	MKT 227 (3sh)	Marketing Applications	E (3sh)		
	MKT 232 (4sh) (3sh)	Social Media Marketing <i>Major Elective</i>	E (4sh)		
				Elective	3
Total Blue Ridge CC Hours		70/71		Hours Transferring to UMO	53
				Minimum Hours for Degree	126

* Recommended courses for transfer based on elective lists.

W = Written Communication
TI = Technology/Info Literacy
G = Global Understanding
SB = Social/Behavioral Sci
H = History
O = Oral Communication
GER = General Education
E = Elective

F = Fine Arts
L = Literature
C = Citizenship
BP = Biological/Phys Sci
RL = Related Studies
R = Religion
Q = Quantitative Reasoning

Updated
 7/27/2020

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 241 (3sh)	Public Speaking	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 (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 Four (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
	BUS 202 (3sh)	Ethical Decision Making	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	73
Total Transferred Hours	53
Total Hours Completed	126