

Universal Transfer Paths
TBR Community Colleges to Maryville College

Community College - MARKETING (AS)			Maryville College - MARKETING (BA)
General Education Requirments:			Course Equivalencies:
Communication	9 hours		
ENGL 1010 & 1020		6 hours	ENG 110 & 120
SPCH 1010 or 2100		3 hours	ENG 150
Humanities and/or Fine Arts	9 hours		
One course in Literature		3 hours	ENG 160/170/180
One course in Philosophy		3 hours	PHL/REL 149
One course in Fine Arts		3 hours	ART/MUS/THT 140
History	6 hours		
			HIS 149
			HIS 1XX
Social/Behavioral Sciences	6 hours		
ECON 2010 - Macroeconomics		3 hours	ECN 149
ECON 2020 - Microeconomics		3 hours	ECN 201 - Principles of Economics
Natural Sciences	8 hours		
One life science course		4 hours	BIO 111 (Life Science)
One physical science course		4 hours	CHM/PHYS 111 (Physical Science)
Mathematics	3 hours		
MATH 1530 - Probability/Statistics		3 hours	STA 120 - Introductory Statistics
Gen Ed Requirement Total	41 hours		
Area of Emphasis Requirements:			
ACCT 1010 - Principles of Accounting I	3 hours		BUS 149
ACCT 1020 - Principles of Accounting II	3 hours		BUS 215 - Principles of Accounting
MATH 1630 - Finite Mathematics	3 hours		MTH 110 - Quantitative Literacy
MATH 1830 - Calculus for Business	3 hours		MTH 125 - Calculus I
INFS 1010 - Computer Applications	3 hours		CSC 149
PSYC 1030 - Introduction to General Psychology	3 hours		PSY 101 - Introductory Psychology
Elective`	1 hour		Elective
Area of Emphasis Total	19 hours		
Total AS Degree	60 hours		
Additional MC Core Requirements:	17 hours		
			ETH 490 - Ethical Citizenship
			Foreign Language
			WRC 370 - Cultural/Intercultural Dynamics
			US Pluralism
Additional BA Major Requirements:	41 hours		
			BUS 201 - Principles of Management
			BUS 242 - Marketing
			BUS 244 - Consumer Behavior
			BUS 246 - Marketing & Retail Management
			BUS 305 - Organizational Behavior
			BUS 319 - Marketing Research
			BUS 344 - Principles of Finance
			BUS 351 - Senior Study I
			BUS 352 - Senior Study II
			BUS 401 - Strategic Management
			ECN 3*
			SLS 299 - Issues in Professional Development
			MTH 221 or 222 - Statistics or Regression Analys
			ENG317/PLS121/122/211/212/232
Additional Elective Requirements:	2 hours		
Total BA Degree:	120 hours		