

Universal Transfer Paths
TBR Community Colleges to Maryville College

| Community College - MARKETING (AS) | | Maryville College - MARKETING (BA) | |
|---|------------------|---|---------|
| General Education Requirements: | | Course Equivalencies: | |
| Communication | 9 hours | | |
| ENGL 1010 & 1020 | 6 hours | ENG 110 & 120 | 6 hours |
| COMM 2045 | 3 hours | ENG 150 | 3 hours |
| Humanities and/or Fine Arts | 9 hours | | |
| One course in Literature | 3 hours | ENG 160/170/180 | 3 hours |
| One course in Philosophy | 3 hours | PHL/REL 149 | 3 hours |
| One course in Fine Arts | 3 hours | ART/MUS/THT 140 | 3 hours |
| History | 6 hours | | |
| | | HIS 149 | 3 hours |
| | | HIS 149 | 3 hours |
| Social/Behavioral Sciences | 6 hours | | |
| ECON 2100 - Prin Macroeconomics | 3 hours | ECN 249 | 3 hours |
| ECON 2200 - Prin Microeconomics | 3 hours | ECN 201 - Principles of Economics | 3 hours |
| Natural Sciences | 8 hours | | |
| One life science course | 4 hours | BIO 111 (Life Science) | 4 hours |
| One physical science course | 4 hours | CHM/PHYS 111 (Physical Science) | 4 hours |
| Mathematics | 3 hours | | |
| MATH 1530 - Intro Statistics | 3 hours | STA 120 - Introductory Statistics | 3 hours |
| Gen Ed Requirement Total | 41 hours | | |
| Area of Emphasis Requirements: | | | |
| ACCT 1010 - Principles of Accounting I | 3 hours | BUS 149 | 3 hours |
| ACCT 1020 - Principles of Accounting II | 3 hours | BUS 215 - Principles of Accounting | 3 hours |
| MATH 1630 - Finite Mathematics | 3 hours | MTH 110 - Quantitative Literacy | 3 hours |
| MATH 1830 - Applied Calculus | 3 hours | MTH 125 - Calculus I | 3 hours |
| INFS 1010 - Computer Applications | 3 hours | BUS149 | 3 hours |
| PSYC 1030 - Introduction to Psychology | 3 hours | PSY 101 - Introductory Psychology | 3 hours |
| Elective` | 1 hour | Elective | 1 hour |
| Area of Emphasis Total | 19 hours | | |
| Total AS Degree | 60 hours | | |
| Additional MC Core Requirements: | | | |
| | 17 hours | ETH 490 - Ethical Citizenship | 3 hours |
| | | Second Language | 8 hours |
| | | WRC 370 - Cultural/Intercultural Dynamics | 3 hours |
| | | US Pluralism | 3 hours |
| Additional BA Major Requirements: | | | |
| | 41 hours | BUS 201 - Principles of Management | 3 hours |
| | | BUS 242 - Marketing | 3 hours |
| | | BUS 244 - Consumer Behavior | 3 hours |
| | | BUS 246 - Marketing & Retail Management | 3 hours |
| | | BUS 305 - Organizational Behavior | 3 hours |
| | | BUS 319 - Marketing Research | 3 hours |
| | | BUS 344 - Principles of Finance | 3 hours |
| | | BUS 351 - Senior Study I | 3 hours |
| | | BUS 352 - Senior Study II | 3 hours |
| | | BUS 401 - Strategic Management | 3 hours |
| | | ECN 3xx | 3 hours |
| | | SLS 299 - Issues in Professional Development | 2 hours |
| Additional Elective Requirements: | 2 hours | MTH 221 or 222 - Statistics or Regression Analy | 3 hours |
| | | ENG317/PLS121/122/211/212/232 | 3 hours |
| Total BA Degree: | 120 hours | | |