

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	6 hours
SPCH 1010 or 2100	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 1XX	3 hours
Social/Behavioral Sciences	6 hours		
ECON 2010 - Macroeconomics	3 hours	ECN 149	3 hours
ECON 2020 - 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 - Probability/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 - Calculus for Business	3 hours	MTH 125 - Calculus I	3 hours
INFS 1010 - Computer Applications	3 hours	CSC 149	3 hours
PSYC 1030 - Introduction to General 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
		Foreign 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 3*	3 hours
		SLS 299 - Issues in Professional Development	2 hours
		MTH 221 or 222 - Statistics or Regression Analys	3 hours
		ENG317/PLS121/122/211/212/232	3 hours
Additional Elective Requirements:	2 hours		
Total BA Degree:	120 hours		