PROGRAM TRANSFER GUIDE

CARROLL COMMUNITY COLLEGE

TOWSON UNIVERSITY

This transfer guide is intended for students pursuing an Assoiate Degree in Business Administration, A.A. at Carroll Community College are interested in pursuing a Bachelor of Marketing at Towson University. This transfer guide outlines the courses and program requirements a student should follow to satisfy degree requirements at Carroll Community College in order to complete both the Carroll Community College and TU degrees within a total of 4 years and 120 credits.

Associate Degree in Business Administration, A.A.

Bachelor of Science in Marketing

Effective Term: Spring 2027

YEAR 1 - Carroll Community College

Fall	TU Equivalent	Credits	Spring	TU Equivalent	Credits
ENGL 101 - College Writing (Core 2) * ©	ENGL 101	3	CIS 101 - Intro. to Computer Information Systems (Core 4) ©	COSC 111	3
BUAD 101 - Introduction to Business	USEL TLL	3	ENGL 102 - Writing About Literature (Core 13) ©	ENGL TLL	3
MATH 115 - Introduction to Statistical Methods (Core 3) * ©	MATH 231	4	ACCT 102 - Managerial Accounting *	ACCT 202	3
ACCT 101 - Financial Accounting *	ACCT 201	3	ECON 100 - Principles of Micro Economics (Core 6) * ©	ECON 201	3
COMM 105 - Intro to Speech Communication (Core 5) * ©	COMM 131	3	MKTG 201 - Principles of Marketing	USEL TLL	3
TOTAL CREDITS:		16	**TOTAL CREDITS:**		15

YEAR 2 - Carroll Community College

Fall	TU Equivalent	Credits	Spring	TU Equivalent	Credits
MGMT 201 - Principles of Management	USEL TLL	3	BIOL 107 - Introduction to Evolution (Core 8) ◆ ©	BIOL 10T	3
BUAD 205 - Business Law (Core 11) * ©	LEGL 225	3	BUAD 230 - Introduction to Entrepreneurship	USEL TLL	3
MATH 126 - College Algebra	MATH 115	4	ECON 102 - Principles of Macro Economics (Core 10) * ©	ECON 202	3
BIOL 100 - General Biology (Core 7) ◆ ©	BIOL 120/120L	4	FN 100 Personal Finance	IDIS TLL	3
			PHIL 105 - Ethics (Core 14) ©	PHIL 103	3
TOTAL CREDITS:		14	**TOTAL CREDITS:**		15

YEAR 3 - Towson University

Fall	Credits	Spring	Credits
BUSX 301 - Business Communications (Core 9) * ©	4	Core 12 - Global Perspectives	3
EBTM 300 - Problem Solving in Business*	3	General Elective	1
FIN 331 - Principles of Financial Management *	3	MKTG 411 - Digital Marketing *	3
MKTG 341 - Principles of Marketing *	3	MKTG 425 - Consumer Behavior Analysis *	3
MNGT 361 - Leadership and Management *	3	MKTG 431 - Marketing Analysis *	3
		MKTG 441 - Marketing Research *	3
TOTAL CREDITS:	16	**TOTAL CREDITS:**	16

YEAR 4 - Towson University

Fall	Credits	Spring	Credits
BUSX 460 - Professional Experience *	3	MKTG 451 - Professional Selling *	3
General Elective	3	MNGT 481 - Strategic Management *	3
General Elective	3	MKTG 485 - Strategic Marketing *	3
EBTM 365 - Principles of Operations Management *	3	Marketing Elective *	3
Marketing Elective *	3	General Elective	1
TOTAL CREDITS:	15	**TOTAL CREDITS:**	13

** Denotes course that must be completed with a grade of C or better* *** Must consult with a TU Academic Advisor* *© Core Curriculum*

Notes & Recommendations from Towson University:

*Core 1 at TU is automatically waived for all transfer students.
*Courses with the ◆ diamond symbol are recommended, but not required to complete the 4-year degree program. Consult your advisor for alternate course options.
*Students must follow the course selections outlined in this agreement. Failing to complete the specified courses will require them to fulfill remaining requirements at TU and could jeopardize their ability to earn a bachelor's degree within two years.
A course number beginning with T or F indicates that it is a lower-level equivalent of an upper-level TU course. These courses will not count toward the TU degree requirement for 32 upper-level units.

Bachelor's degree requirements for all students:

- A cumulative grade point average (GPA) of 2.0 is required.
- A C grade (2.0 GPA) or higher is required for all major courses and prerequisites.
- 32 credits of the bachelor's degree must be completed at the upper level (courses numbered 300 or above) at TU

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