



CSM ASSOCIATE OF APPLIED SCIENCE IN BUSINESS MANAGEMENT DIGITAL MARKETING MANAGEMENT CONCENTRATION

Students transferring from CSM with a conferred Associate of Arts or Associate of Science degree will have the General Education Requirement (Gen Ed) block of courses met at UMGC (A.A.S. degrees not included). See community college advisor for course sequencing.



UMGC BACHELOR OF SCIENCE IN MARKETING

UMGC Maryland Community College Alliances

Degree requirements may change based on date of initial enrollment at UMGC.

CREDITS	COLLEGE OF SOUTHERN MARYLAND Requirements for Associate's Degree	UNIVERSITY OF MARYLAND GLOBAL CAMPUS Requirements for Bachelor's Degree
3	ENG 1010 Gen Ed requirement	WRTG 112 (Gen Ed Communications; <i>must be completed with C- or better</i>)
3	BAD 1015 Program requirement	♦ BMGT 110 (required for the major)
3	BAD 1300 Program requirement	Elective
3	BAD 1335 Program requirement	CMST elective
3	COM 1020 Gen Ed requirement	COMM 202 (Gen Ed Communications)
3	ACC 2010 Program requirement	ACCT 220 (elective)
3	BAD 1210 Program requirement	BMGT 364* (elective)
3	COM 2300 Program requirement	COMM 302* (elective)
3	MTH 1015 Gen Ed requirement	STAT 200 (Gen Ed Mathematics)
3	COMM 1010 or COM 1650 Gen Ed requirement	SPCH 100 (Gen Ed Communications)
3	ECN 2020 Program requirement	ECON 203 (Gen Ed Behavioral & Social Science; related req. to the major)
3	COM 1350 Gen Ed requirement	SPCH 482* (elective)
3	ACC 2020 Program requirement	ACCT 221 (elective)
3	BAD 2700 Program requirement	HRMN 300* (elective)
3	BAD 2610 Program requirement	♦ MRKT 310* (required for the major)
3	SCE 1010 Gen Ed requirement	Science elective (Gen Ed Biological & Physical Science)
3	BAD 2070 Program requirement	BMGT 380* (elective)
3	BAD 2140 Program requirement	BMGT elective
3	BAD 2630 Program requirement	♦ MRKT 458* (required for the major)
3	BAD 2710 Program requirement	BMGT 365* (elective)
60	Total Credits Transferred	Total Credits Transferred

REMAINING REQUIREMENTS FOR BACHELOR'S DEGREE	CREDITS
LIBS 150 Introduction to Research or any Gen Ed credit (to be fulfilled with 1 Gen Ed credit from CSM)	—
PACE 111B Program and Career Exploration in Business or any PACE 111	3
IFSM 300 Information Systems in Organizations or any Gen Ed Computing	3UL
♦ MRKT 354 Integrated Marketing Communications (required for the major)	3UL
Elective	3
♦ BMGT 330 Entrepreneurship and New Venture Planning (required for the major)	3UL
Elective	3
♦ MRKT 394 Managing Customer Relationships (required for the major)	3UL
Elective	3
♦ MRKT 410 Consumer Behavior (required for the major)	3UL
Elective	3
♦ MRKT 412 Marketing Research (required for the major)	3UL
Elective	3
♦ MRKT 311 Digital Marketing Principles or any upper-level MRKT course (required for the major)	3UL
Elective	3
♦ MRKT 314 Nonprofit Marketing or any upper-level MRKT course (required for the major)	3UL
Elective	3
♦ MRKT 454 Global Marketing or any upper-level MRKT course (required for the major)	3UL
Elective	3
♦ MRKT 495 Marketing Management Capstone (required capstone for the major)	3UL
Elective	3
TOTAL CREDITS REMAINING AT UMGC	60

NOTES: Minimum of 120 credits, including 30 with UMGC of which at least 15 must be upper-level (courses numbered 300-499), are required for the bachelor's degree with a UMGC grade point average (GPA) of 2.0 (C) or higher / At least one-half of the credits within the major and minor must be comprised of: a. traditional college courses earning a grade (except for the CJLE major); b. UMGC resident coursework (except for the APTC, CJLE, and GECU majors, which require only the major capstone as UMGC resident credit) / No course within the major or minor below the grade of C (2.0) / UMGC does not accept grades below a C (2.0) in transfer from schools outside of the University System of Maryland and the Maryland community colleges (except WRTG 112 which must be completed with a grade of C- (1.67) or better from all schools) / Maximum of 70 transfer credits to UMGC from two-year or community colleges & maximum of 90 transfer credits from all sources combined (actual number of transfer credits dependent on meeting all UMGC bachelor's degree requirements) / ♦¹ = Course in major at UMGC / ★² = Lower-level course meets content requirement of upper-level course but does not transfer as upper-level / UL³ = Upper-level course (numbered 300-499)

¹ ♦ Course in major at UMGC

² ★ Lower-level course meets content requirement of upper-level course but does not transfer as upper-level

³ UL Upper-level course (numbered 300-499)