

This guide aligns course articulations from a College of Southern Maryland (CSM) associate's degree to a UMGC bachelor's degree and additional bachelor's degree requirements for Academic Catalog year 2025-2026. See a community college advisor for associate degree course sequencing. UMGC degree requirements and course articulations may change based on your initial UMGC enrollment term. UMGC offers multi-term registrations in 8-week sessions. In your transfer year, meet with a UMGC advisor to plan your UMGC schedule.

CREDITS	CSM AAS IN BUSINESS MANAGEMENT: DIGITAL MARKETING MANAGEMENT CONCENTRATION	UMGC BS IN MARKETING Requirements for Bachelor's Degree
3	ENG 1010 Gen Ed req. <i>(must be completed with C or better)</i>	+ WRTG 112 (Gen Ed Communications)
3	BAD 1015 Program requirement	+ BMGT 110 (elective)
3	BAD 1300 Program requirement	Elective
3	BAD 1335 Program requirement	WRTG 293 (Gen Ed Communications)
3	COM 1020 Gen Ed requirement	COMM 202 (Gen Ed Communications)
3	ACC 2010 Program requirement	+ ACCT 220 (elective; satisfies ACCT 301)
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 (elective)
3	ECN 2020 Program requirement	+ ECON 203 (Gen Ed Behavioral & Social Science)
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 210 (major elective)
3	SCE 1010 Gen Ed requirement	NSCI 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* (major core)
3	BAD 2710 Program requirement	BMGT 365* (elective)
60	Estimated Credits Transferred	Estimated Credits Transferred

REMAINING BACHELOR'S DEGREE REQUIREMENTS (recommended sequence)	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
+ BMGT 250 Data, Cybersecurity, and AI in Business Strategy (elective)	3
HUMN 100 Introduction to Humanities or any Gen Ed Arts & Humanities	3
BIOL 103 Introduction to Biology or any Gen Ed Biological & Physical Lab Science	4
+ ECON 201 Principles of Macroeconomics (Gen Ed Behavioral & Social Science)	3
+ BMGT 240 Building Sustainable Futures (elective)	3
ARTH 334 Understanding Movies or any Gen Ed Arts & Humanities	3
+ IFSM 300 Information Systems in Organizations (Gen Ed Computing)	3UL
♦ MRKT 354 Integrated Marketing Communications (major core)	3UL
♦ BMGT 330 Entrepreneurship and Innovation (major core)	3UL
+ FINC 331 Finance for General Managers (elective)	3UL
♦ MRKT 394 Managing Customer Relationships in Digital Marketing (major core)	3UL
♦ MRKT 411 Consumer Behavior in Digital Media (major core)	3UL
WRTG 394 Advanced Business Writing or any upper-level writing (Gen Ed Communications)	3UL
♦ MRKT 412 Marketing Research (major core)	3UL
♦ MRKT 311 Digital Marketing Principles (major core)	3UL
+ OPMG 300 Operations Management (elective)	3UL
♦ MRKT 314 Nonprofit Marketing or any MRKT (major elective)	3
♦ MRKT 495 Marketing Management Capstone (major core)	3UL
Elective	2
ESTIMATED CREDITS REMAINING AT UMGC	60

NOTES: Minimum of 120 credits, including 30 with University of Maryland Global Campus (UMGC) of which at least 15 must be upper-level, are required for the bachelor's degree with a UMGC grade point average (GPA) of 2.0 (C) or higher / UMGC does not accept grades below C (2.0) in transfer from schools outside the University System of Maryland and 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 and maximum of 90 transfer credits from all sources combined (actual number of transfer credits dependent on meeting all UMGC bachelor's degree requirements) / ♦ = Major core, major elective, or capstone: all courses within the major require a grade of C (2.0) or higher, and all majors (except APTC, GECU, and CJLE, which require only the capstone as UMGC graded coursework) must complete at least half of these as 1) traditional college courses earning a grade and 2) UMGC resident credit / *² = Business core course or major related requirement / *³ = Lower-level course meets content requirement of upper-level course but does not transfer as upper-level / UL⁴ = Upper-level course (numbered 300-499) / Visit [UMGC Maryland Community College Alliances](#) to learn more!

¹ ♦ Major core, major elective, or capstone

² + Business core course or major related requirement

³ * Lower-level course meets content requirement of upper-level course but does not transfer as upper-level

⁴ UL Upper-level course (numbered 300-499)