

# STEVENSON

U N I V E R S I T Y

## Community College of Baltimore County Transfer Plan

### Communication and Media Studies to Business Communication

This transfer plan is intended for students pursuing an A.A. in Communication and Media Studies at CCBC who are interested in pursuing a B.S. in Business Communication at Stevenson University. The equivalencies below demonstrate how a student can meet both the requirements of the associate degree and prepare for a seamless transfer to Stevenson. Any student who enters Stevenson with an A.A. or A.S. degree will have completed all general education requirements with the exception of composition II if not taken at the community college. Please note:

- Only courses that have course equivalencies are displayed. This guide does not show all transferable courses from this college. It also does not display all Stevenson University courses that will fulfill a specific requirement.
- Program requirements must be completed with a grade of C or better, and general education courses must be passed with a grade of D or better.
- Stevenson University will accept up to 70 credits from 2-year institutions. Up to 90 credits can be applied to degree requirements from a combination of 2-year institutions, 4-year institutions, and non-direct classroom instruction (including CLEP, AP, and other nationally recognized standardized examination scores). For additional information about credit transfer, please see: <http://www.stevenson.edu/admissions-aid/getting-started/transfer-students/transfer-credit-evaluation/>
- For scholarship information please see the “Paying for College” page on: <http://www.stevenson.edu/transfer>
- Transfer plans are intended to be used as planning tools. If you need additional assistance in selecting courses to take prior to transferring to Stevenson University, contact Stevenson Admissions at 443-352-4450.

	Community College of Baltimore County	Stevenson University	Credits
<b>Program Requirements</b>	<b>Concentration Required Courses:</b> <ul style="list-style-type: none"> <li>• CMNS 205 - Business and Professional Communication</li> <li>• CMNS 252 - Intercultural Communication</li> <li>• MCOM 112 - Introduction to Applied Advertising, Public Relations, and Marketing</li> <li>• MCOM 151 - Introduction to Journalism</li> </ul>	<ul style="list-style-type: none"> <li>• CM 260: Business and Professional Communication</li> <li>• CM 211: Intercultural Communication</li> <li>• CM 275: Principles and Practices of Public Relations</li> <li>• CM 253: Journalism I</li> </ul>	12
	<b>Two-Semester Sequence:</b> <ul style="list-style-type: none"> <li>• CMNS 250 – Interpersonal Communication</li> <li>• CMNS 251 – Small Group Communication</li> </ul>	<ul style="list-style-type: none"> <li>• CM 115: Interpersonal Communication</li> <li>• CM 255: Small Group Communication</li> </ul>	6
	<b>Critical Thinking (choose one)</b> <ul style="list-style-type: none"> <li>• PHIL 101 - Introduction to Philosophy</li> <li>• PHIL 103 - Critical Thinking</li> <li>• PHIL 240 - Ethics</li> </ul> <b>SU Recommends:</b> <ul style="list-style-type: none"> <li>• PHIL 240 - Ethics</li> </ul>	<ul style="list-style-type: none"> <li>• CM 205: Communication Ethics</li> </ul>	3
	<b>Program Electives (3-5 credits):</b>		

	<b>Community College of Baltimore County</b>	<b>Stevenson University</b>	<b>Credits</b>
	<ul style="list-style-type: none"> <li>• CMNS 133 - Voice and Diction <ul style="list-style-type: none"> <li>• Or</li> </ul> </li> <li>• THTR 133 - Voice and Diction</li> <li>• CMNS 203 - Advanced Public Speaking</li> <li>• CMNS 271 - Internship in Communications <ul style="list-style-type: none"> <li>• or</li> </ul> </li> <li>• CMNS 272 - Internship in Communications <ul style="list-style-type: none"> <li>• or</li> </ul> </li> <li>• CMNS 273 - Internship in Communications <ul style="list-style-type: none"> <li>• or</li> </ul> </li> <li>• MCOM 271 - Internship in Communications <ul style="list-style-type: none"> <li>• or</li> </ul> </li> <li>• MCOM 272 - Internship in Communications <ul style="list-style-type: none"> <li>• or</li> </ul> </li> <li>• MCOM 273 - Internship in Communications</li> <li>• HIST 150 - Movies: History &amp; Art <ul style="list-style-type: none"> <li>• or</li> </ul> </li> <li>• MCOM 150 - Movies: History and Art</li> <li>• MCOM 135 - Acting for the Camera</li> <li>• MCOM 149 - Television and Radio Announcing</li> <li>• MCOM 152 - Newspaper and Online Journalism</li> </ul> <p><b>SU Recommends:</b></p> <ul style="list-style-type: none"> <li>• MCOM 152 - Newspaper and Online Journalism</li> <li>• CMNS 203 - Advanced Public Speaking</li> <li>• CMNS 271-273: Internship</li> <li>• MCOM 135 - Acting for the Camera</li> <li>• HIST/MCOM 150 – Movies: History and Art</li> </ul>	<ul style="list-style-type: none"> <li>• CM 254: Journalism II**Fulfills Writing Requirement</li> <li>• CM 300: Advanced Public Speaking (Program Elective)</li> <li>• CM 299: Communication (Program Elective)</li> <li>• THEA 210: Acting for the camera (Program Elective)</li> <li>• FMI 101: Cinema I: Storytelling (Program Elective)</li> </ul>	
<b>GENERAL EDUCATION REQUIREMENTS</b>			
<b>English Composition and literature (6 credits)</b>	ENGL 101 College Composition I	ENG 151: English Composition	3
	ENGL 102 College Composition II	ENG 152: Writing About Literature	3
<b>Arts and Humanities</b>	<ul style="list-style-type: none"> <li>• CMNS 101: Fundamentals of Communication</li> <li>• <i>Humanities Course</i></li> </ul> <p><b>SU Recommends:</b></p> <ul style="list-style-type: none"> <li>• MCOMM 111: Introduction to Mass Media</li> </ul>	<ul style="list-style-type: none"> <li>• CM 101: Public Speaking</li> <li>• CM 270: New Media Communication</li> </ul>	6
<b>Biological and Physical Sciences</b>	<ul style="list-style-type: none"> <li>• Lab Course</li> <li>• An additional course from <u>CCBC Gen Ed Biological and Physical Sciences Courses</u></li> </ul>	<i>Science and Mathematics requirement</i>	7-8

	Community College of Baltimore County	Stevenson University	Credits
<b>Information Technology</b>	<b>SU Recommends:</b> <ul style="list-style-type: none"> <li>ARTD 109 Introduction to Interactive Media</li> </ul>	<ul style="list-style-type: none"> <li>GDES 125: Fundamentals of Digital Media</li> </ul>	3
<b>Wellness and Health</b>	See <a href="#">CCBC Gen Ed Wellness and Health Courses</a>	<i>General Elective</i>	3
<b>Mathematics</b>	<b>SU recommends</b> <ul style="list-style-type: none"> <li>Math 153: Introduction to Statistical Methods</li> </ul>	<ul style="list-style-type: none"> <li>Math 136: Introduction to Statistics</li> </ul>	4
<b>Social and Behavioral Sciences</b>	<ul style="list-style-type: none"> <li>Social and Behavioral Science General Education Course</li> <li>Social and Behavioral Science General Education Course</li> </ul>	<ul style="list-style-type: none"> <li>Social Science Requirement</li> <li>Social Science Requirement</li> </ul>	6

### Remaining Courses to be taken at Stevenson

Students who complete the plan above (including recommended courses) and earn the A.A. in Communication and Media Studies will take the following courses at Stevenson to meet the B.S. requirements. Students who transfer before completing the AS may have more general education and program requirements to take and fewer free electives.

#### General Education (0 credits)

#### Program Requirements (Business Communication - 46 credits)

##### Communication Core Required Courses - (10 Credits)

- CM 290 Internship Preparation
- CM 310 Conflict Resolution and Negotiation
- CM 390 Organizational Communication
- CM 401 Senior Internship

##### Business Core Required Courses - (12 Credits)

- MGT 204 Principles of Management
- MKT 206 Principles of Marketing
- MKT 311 Consumer Behavior
- MKT 336 Integrated Marketing Communication

##### Design Core Required Courses- (6 Credits)

- GDES 270 Introduction to Corporate Communication Design
- PHOTO 141 Basic Digital Photography

##### Technology Core Requirements - Choose 6 credits from the following

- ENG 256 Fundamentals of Digital Media
- GDES 208 Web Design I
- IS 135 MS Office Applications
- IS 260 Presentation Theory and Application

##### Writing Core Options - Choose 6 Credits

- CM 303/ENG 303 Feature Writing
- CM 304/ENG 304 Magazine Writing and Publishing
- CM 305/ENG 305 Journalism Practicum

CM 314/ENG 314 Public Relations Writing  
CM 323 Writing for the Web  
ENG 224 Introduction to Creative Writing  
ENG 324 Creative Writing: Non-Fiction

**Program Elective Options - Choose 6 Credits**

CM 120 Human Communication  
CM 265 Event Planning and Publicity  
CM 275 Principles and Practices of Public Relations  
CM 300 Advanced Public Speaking  
CM  
305/ENG Journalism Practicum  
305  
CM 380 The Advertising Campaign  
CM 402 Special Topics in Communication  
ENG 225 Topics in Creative Writing  
ENG 381 Themes in Literature  
FMI 101 Cinema I: Storytelling  
FMI 102 Cinema II: Continuity  
FMI 204 Broadcast Production  
MGT 204 Principles of Management  
MGT 235 Introduction to Sports Management  
MKT 307 Market Research  
MKT 315 Sports Marketing  
MKT 316 Principles of Negotiation and Sales  
MKT 325 International Marketing

[Electives \(12-14\) credits](#)

Total credits to be taken at Stevenson: 58-61