

STEVENSON

U N I V E R S I T Y

Transfer Plan
Harford Community College
Business Communication

This transfer plan is intended for students pursuing an Associate of Arts in Communication Studies at Harford Community College who are interested in pursuing a Bachelor of Science 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. Stevenson participates in reverse transfer should students transfer after completing 15 credits at Harford Community College but before completing the full associate degree. 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.

Harford Community College	Stevenson	Credits
CMST 101 Speech Fundamentals (GI)	CM 101 Public Speaking	3
CMST 105 Interpersonal Communication (GI)(D)	CM 115 Interpersonal Communication	3
CMST 200 Communication Theory	Communication Program Elective (CM 299)	3
CMST 210 Group Communication and Leadership (GH)	CM 255 Small Group Communication	3
CMST 230 Nonverbal Communication	Communication Program Elective (CM 299)	3
PHIL 205 Ethics (GH)	Humanities Requirement	3
ENG 101 English Composition (GE)*	English 151	3
ENG 216 Business Communications	CM 260 Business and Professional Communication	3
PSY 101 General Psychology (GB)	Psychology 101 Social Science Requirement	3
Mathematics Elective (GM) SU Recommends MATH 216 Introduction to Statistics	Math 136 Introduction to Statistics Business Core and Mathematics Requirement	4
Arts/Humanities Elective (GH)	Fine Arts or Humanities Requirement	3
Biological/Physical Lab Science Elective (GL)	Scientific Reasoning-Lab Requirement	4

Biological/Physical Science Elective (GS)	Scientific Reasoning Requirement	3
Behavioral/Social Science Elective (GB)	Social Science Requirement	3
Behavioral/Social Science Elective (GB)	Social Science Requirement	3
Physical Education Electives**	Elective	2**
General Electives SU recommends <ul style="list-style-type: none"> • ENG 102 English Composition and Literature or ENG 109 English Composition: Research Writing • BA 109 Principles of Management • BA 210 Business Computer Applications or CIS 102 Introduction to Information Sciences • BA 203 Principles of Marketing 	<ul style="list-style-type: none"> • ENG 152 Writing about Literature • MGT 204 Principles of Management • IS 135 MS Office Applications • MKT 206 Principles of Marketing 	12
61 credits** Please note: A minimum of 60 credits are needed for the associate degree *A grade of C or higher is needed for ENG 101. **Students who complete MATH 216: Statistics as recommended should see their advisor to discuss the possibility of a waiver for the second PE credit.		

Remaining Courses to be taken at Stevenson

Students who complete the plan above including all recommended courses and earn the associate of science in Business Communication will take the following courses at Stevenson to meet the B.S. requirements. Students who transfer before completing the associate degree may have more general education and program requirements to take and fewer free electives.

General Education Requirements (0 credits)

Major Requirements (52 credits)

Communication Core Required Courses - 19 credits

- CM 205 Communication Ethics 3 credits
- CM 211 Intercultural Communication 3 credits
- CM 270 New Media Communication 3 credits
- CM 290 Internship Preparation 1 credit
- CM 310 Conflict Resolution and Negotiation 3 credits
- CM 390 Organizational Communication 3 credits
- CM 401 Internship Variable credits (minimum of 3 credits)

Business Core Required Courses – 6 credits

- MKT 311 Consumer Behavior 3 credits
- MKT 336 Integrated Marketing Communication 3 credits

Design Core Required Courses - 9 credits

- GDES 125 Fundamentals of Digital Media 3 credits
- GDES 270 Introduction to Corporate Communication Design 3 credits
- PHOTO 141 Basic Digital Photography 3 credits

Technology Core Requirements - Choose 3 credits from the following.

- ENG 256 Introduction to Digital Publishing 3 credits
- GDES 208 Web Design I 3 credits
- IS 260 Presentation Theory and Application 3 credits

Writing Core Options - Choose 12 credits - ALL classes also serve as approved electives.

CM 253/ENG253 Journalism I 3 credits
 CM 254/ENG 254 Journalism II 3 credits
 CM 303/ENG 303 Feature Writing 3 credits
 CM 304/ENG 304 Magazine Writing and Publishing 3 credits
 CM 305/ENG 305 Journalism Practicum 3
 CM 314/ENG 314 Public Relations Writing 3 credits
 CM 323 Writing for the Web 3 credits
 ENG 224 Introduction to Creative Writing 3 credits
 ENG 324 Creative Writing: Non-Fiction 3 credits

Program Elective Options – Choose 3 credits

CM 120 Human Communication 3 credits
 CM 265 Event Planning and Publicity 3 credits
 CM 275 Principles and Practices of Public Relations 3 credits
 CM 300 Advanced Public Speaking 3 credits
 CM 305/ENG 305 Journalism Practicum 3
 CM 380 The Advertising Campaign 3 credits
 CM 402 Special Topics in Communication 3 credits
 ENG 225 Topics in Creative Writing 3 credits
 ENG 381 Themes in Literature 3 credits
 FMI 101 Cinema I: Storytelling 3 credits
 FMI 102 Cinema II: Continuity 3 credits
 FMI 204 Broadcast Production 3 credits
 MGT 204 Principles of Management 3 credits
 MGT 235 Introduction to Sport Management 3 credits
 MKT 307 Market Research 3 credits
 MKT 315 Sports Marketing 3 credits
 MKT 316 Principles of Negotiation and Sales 3 credits
 MKT 325 International Marketing 3 credits

General Electives – 8 credits

Total credits to be taken at SU: 60

Suggested Course Sequence

YEAR 3				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	CM 205 Communication Ethics	3	CM 270 New Media Communication	3
	CM 211 Intercultural Communication	3	CM290 Internship Preparation	1
	GDES 125 Fundamentals of Digital Media	3	GDES Introduction to Corporate Communication Design	3
	PHOTO 141 Basic Digital Photography	3	CM/ENG 254 Journalism II	3
	CM 253 Journalism I	3	MKT 311 Consumer Behavior	3
			General Elective	3
CREDITS	15 CREDITS		16 CREDITS	
YEAR 4				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	CM 310 Conflict Resolution and Management	3	CM 390 Organizational Communication	3
	MKT 336 Integrated Marketing Communication	3	CM 401 Internship	3
	GDES 208 Web Design I	3	CM/ENG 314 Public Relations Writing	3
	CM 275 Principles and Practices of Public Relations	3	General Elective	3

	CM/ENG 303 Feature Writing	3	General Elective	3
CREDITS	15 CREDITS		15 CREDITS	