

# STEVENSON

U N I V E R S I T Y

## COMMUNITY COLLEGE OF BALTIMORE COUNTY A.A. Transfer Plan

### ASSOCIATE OF ARTS IN COMMUNICATION AND MEDIA STUDIES to BACHELORS OF SCIENCE IN BUSINESS COMMUNICATION

This transfer plan is intended for students pursuing an A.A. in **COMMUNICATION AND MEDIA STUDIES** at **THE COMMUNITY COLLEGE OF BALTIMORE COUNTY** 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.

#### Course by Course Equivalency (SU Catalog, 2020-2021; CCBC Catalog, 2020-2021)

	Community College of Baltimore County	Stevenson University Equivalency	Category	Credits Transferred
<b>Program Requirements</b>				
Concentration Required Course 1:	CMNS 205: Business and Professional Communication	CM 260: Business and Professional Communication	Program Elective (CM)	3
Concentration Required Course 2:	CMNS 252: Intercultural Communication	CM 211: Intercultural Communication	Program Requirement (CM)	3
Concentration Required Course 3:	MCOM 112: Introduction to Applied Advertising and Public Relations	CM 275: Principles and Practices of Public Relations	Program Elective (CM)	3
Concentration Required Course 4:	MCOM 151: Introduction to Journalism	CM 253: Journalism I	Program Req	3

	<b>Community College of Baltimore County</b>	<b>Stevenson University Equivalency</b>	<b>Category</b>	<b>Credits Transferred</b>
			(Writing Core)	
Two-Semester Sequence (class 1):	CMNS 250: Interpersonal Communication	CM 115: Interpersonal Communication	General Elective	3
Two-Semester Sequence (class 2):	CMNS 251: Small Group Communication	CM 255: Small Group Communication	Program Requirement (CM)	3
Critical Thinking	<b>SU Recommends:</b> PHIL 240: Ethics	CM 205: Communication Ethics	Program Requirement (CM)	3
<b>Program Electives</b> (3-5 credits to attain 60 credits for the degree):				
	<b>SU Recommends:</b> <ul style="list-style-type: none"> <li>• MCOM 152: Newspaper and Online Journalism</li> </ul> Or choose from: <ul style="list-style-type: none"> <li>• CMNS 133/THTR 133: Voice and Diction</li> <li>• CMNS 203: Advanced Public Speaking</li> <li>• MCOM 271, or 272, or 273: Internship in Communications (1-3 credits)</li> <li>• HIST 150/ MCOM 150: Movies: History &amp; Art</li> <li>• MCOM 115: Digital &amp; Social Media Marketing</li> <li>• MCOM 135: Acting for the Camera</li> <li>• MCOM 149: Television and Radio Announcing</li> </ul>	CM 254: Journalism II	Program Requirement (Writing Core)	3
<b>General Education Requirements<sup>1</sup></b>				

<sup>1</sup> One general education course must fulfill the diversity course requirement

	<b>Community College of Baltimore County</b>	<b>Stevenson University Equivalency</b>	<b>Category</b>	<b>Credits Transferred</b>
English Composition and Literature	ENGL 101: College Composition I**	ENG 151: College Writing I		3
English Composition and Literature	ENGL 102: College Composition II**	ENG 152: College Writing II		3
Arts and Humanities	CMNS 101: Fundamentals of Communication**	CM 120: Human Communication	General Elective	3
Additional Arts and Humanities	MCOM 111: Introduction to Mass Media**	CM 235: Media and Society	General Elective	3
Biological and Physical Sciences	General Education Biological and Physical Sciences Course with Lab	Science and Mathematics Requirement		4
Additional Biological and Physical Sciences	An additional General Education Biological and Physical Sciences Course	Science and Mathematics Requirement		3-4
Information Technology	<b>SU Recommends:</b> ARTD 109: Introduction to Interactive Media	GDES 125: Fundamentals of Digital Media	Program Requirement (Design)	3
Wellness and Health	HLTH 101: Health and Wellness**	General Elective		3
Mathematics	General Education Math Course			3-4
Social and Behavioral Sciences	Social and Behavioral Science General Education Course	Social Science Requirement		3
Additional Social and Behavioral Sciences	An additional Social and Behavioral Science General Education Course	Social Science Requirement		3
Total	60-62 credits			60 credits are required for an AA degree

\*\* General Education Requirements mandated by CCBC Area of Concentration

### **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 A.A. may have more general education and program requirements to take and fewer free electives.

## **General Education (0 credits)**

## **Program Requirements (Business Communication – 68 credits total, 43 credits remaining)**

### **Communication Core Required Courses (19 Credits)**

- CM 101: Public Speaking (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)
- CM 490: Communication Capstone (3 credits)

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

- MGT 204: Principles of Management (3 credits)
- MKT 206: Principles of Marketing (3 credits)
- MKT 311: Consumer Behavior (3 credits)
- MKT 336: Integrated Marketing Communication (3 credits)

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

- GDES 270: Introduction to Corporate Communication Design (3 credits)
- PHOTO 141: Basic Digital Photography (3 credits)

### **Technology Core Requirements (3 credits) Choose 1 course:**

- ENG 256: Introduction to Digital Publishing
- GDES 208: Web Design I
- IS 135: MS Office Applications
- IS 260: Presentation Theory and Application

### **Writing Core Options (3 credits) Choose 1 course:**

- 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

## **Electives (15-17) credits**

**Total credits to be taken at Stevenson: 58-60**