

CCBC AS Business to RMU BSBA Marketing



CCBC Degree Requirements			RMU Degree Requirements Equivalencies			
CCBC COURSEWORK			RMU UNIVERSITY CORE REQUIREMENTS			
Designation	Course Number	Course Title	Designation	Course Number	Course Title	Credits
WRIT	101	English Composition	CSEN	1010	Reading & Writing Strategies	3
COMM	201	Public Speaking	CSCM	1030	Public Speaking & Persuasion	3
BUSM	255	Macroeconomics	ECON	1020	Macroeconomics	3
BUSM	256	Microeconomics	ECON	1030	Microeconomics	3
TAOC 6	_____	Restrict to LITR courses	ENGL	_____	Literature Elective	3
TAOC 5	_____	Restrict to HIST courses	HIST	_____	History Elective	3
SOCI	101	Approved sub for BUSM 108: Entrepren.	SOCI	1010	Principles of Sociology	3
CIST	100	Introduction to Information Technology	INFS	1020	Fundamentals Of Information Technology	3
MATH	160	Calculus I	MATH	2040	Finite Mathematics & Applied Calculus	3
TAOC 4	_____	Science Elective (TAOC 4) (4)*	_____	_____	Natural Science Elective	3
CCBC COURSEWORK			RMU MAJOR & CONCENTRATION REQUIREMENTS			
Designation	Course Number	Course Title	Designation	Course Number	Course Title	Credits
ACCT	110	Financial Accounting	ACCT	2030	Introduction to Financial Accounting	3
BUSM	112	Principles of Management	MGMT	2000	Management: Theory and Practice	3
ACCT	111	Managerial Accounting	ACCT	2060	Managerial Accounting	3
MATH	126	Statistics (4 credits)**	STAT	2110	Statistics	3
BUSM	205	Business Law	BLAW	2000	Law, Business, and Society	3
BUSM	245	Principles of Marketing	MARK	2000	Marketing in an Interconnected World	3
CCBC COURSEWORK			RMU OPEN ELECTIVES			
Designation	Course Number	Course Title	Designation	Course Number	Course Title	Credits
DATA	110	Fund of Bus. Intel. and Data Analytics	_____	_____	Open Elective	3
BUSM	270	Business Internship	_____	_____	Open Elective	3
_____	_____	Math or Business Elective (3-4 credits)*	_____	_____	Open Elective	3
BUSM	220	Team Development	_____	_____	Open Elective	3
RMU REMAINING COURSEWORK (Degree Requirements = 120 Credits)						
Designation	Course #	Course Title	Designation	Course #	Course Title	
CSEN	1020	Argument & Research	CSCM	2040	Prof. Comm. in Workplace	
HUMA	1010	Humanities: Art and Music	MARK	3900	Consumer Behavior	
PSYC	1010	General Psychology	MARK	4265	CRM & Marketing Analytics	
FINA	3000	Principles of Finance	MARK	4850	Strategic Marketing Management	
MGMT	2025	Cloud Computing for Business (1)	_____	_____	Marketing Elective***	
MGMT/MARK	2300	Creating Workplace & Personal Value	_____	_____	Marketing Elective***	
MGMT	3050	International Business	_____	_____	Business Admin Elective***	
MGMT	4850	Strategic Management	_____	_____	Business Admin Elective***	
MARK	2050	Career in Marketing (1)	_____	_____	Business Admin Elective***	
MARK	3700	Marketing Research	_____	_____	Business Admin Elective***	
MARK	3150 OR 3800	Prin of Channel MGMT OR Psych. of Sales	_____	_____		

Minimum grade of "C" must be earned for transfer credit to be applied by RMU.

TOTAL CCBC CREDITS APPLIED	61
TOTAL RMU CREDITS REMAINING	59

*1 credit from 4 credit course not applied to RMU degree when 4-credit course taken.

**1 credit from 4 credit course applied to Open Electives (applies for 4-credit course).

***See [here](#) for course options.

For more information or to speak with an RMU Transfer Counselor, contact the [RMU Admissions Office](mailto:admissions@rmu.edu) at admissions@rmu.edu.