

BS Business Administration: Marketing

Transfer Equivalents

AS Business Administration #2110

CC Course #	Cr	CC Course name	Cr	CCM Course # (based on the 2006-2008 catalog)
GENERAL CORE COURSES				
CAT I: AFC1001		Academic Foundations at Centenary I	3	[humanities elective]
CAT I: AFC1002		Academic Foundations at Centenary II	3	ENG112 Composition II
CAT II: ENG1001		Composition and Rhetoric	3	ENG111 Composition I
CAT II: MTH1111		Quantitative Literacy	3-4	[any college-level mathematics course]
CAT III		Arts and Humanities: any college-level course from the areas of art appreciation, music appreciation, dance appreciation, film appreciation, or theatre appreciation or history	3	[humanities: any humanities course that falls within these categories]
CAT III	4	Humanities – Philosophy; Religion; Western Civilization; LAS		
CAT III		Humanities – Literature	3	[humanities elective - any literature course]
CAT IV		Social or Behavioral Science	3	[any social or behavioral science course]
CAT V		Laboratory Science	4	[any laboratory science course in biology, chemistry, or physics]
CAT VI	4	Global Citizenship		
CAT VI		Democratic Citizenship	3	[any American history or political science course]
TOTALS	8		28-29	
BUSINESS ADMINISTRATION CORE				
ACC2101		Principles of Accounting I	3	ACC111 Principles of Accounting I
ACC2102		Principles of Accounting II	3	ACC112 Principles of Accounting II
BUS1010		Principles of Management	3	BUS215 Principles of Management
BUS2010		Principles of Marketing	3	MKT113 Principles of Marketing
BUS2020		Management Information Systems	3	BUS119 Business Information Systems and Applications
BUS2030	4	Principles of Finance ¹		
BUS3010	4	Business Law ²		
BUS3020	4	Business Statistics		
BUS3030	4	Organizational Behavior ³		
BUS4010	4	Business Strategy		
ECO1001		Economics	6	ECO211 & 212 Principles of Economics I & II
Business Elective		Business Elective	3	[any business elective – placement in program dependent upon course selected]
TOTALS	20		24	
MARKETING CONCENTRATION				
BUS3410	4	Marketing Research		
BUS4410	4	Sales/Sales Management		
BUS4420	4	Advertising Management and Integrated Marketing Communications		
TOTALS	12			
ELECTIVES				
ELECTIVES			5	[Health and Wellness Elective and any college-level course]
		COURSES/CREDITS TO BE COMPLETED AT CC		COURSES/CREDITS TRANSFERRED IN FROM CCM
TOTALS	64-65		63-64	

¹ BUS212, Principles of Finance, if taken as an elective, is the equivalent of Centenary's BUS2030 course.

² BUS213, Business Law I, if taken as an elective, is the equivalent of Centenary's BUS3010 course.

³ BUS201, Human Relations in Business, if taken as an elective, is the equivalent of Centenary's BUS3030 course.