

SIDE B.

TRANSFER GUIDELINES

1. **Petition to Evaluate the Course Equivalency of a Transfer Course:**

Submit a "Petition for Acceptance of Transfer Units" for a CBE Course form to the CBE Student Academic Services, ST301 before you register for the next semester. Provide a course description from the transfer institution for evaluation (details on the form).

2. **Transfer of a required course with less than a "C": (i.e., a "C-" or "D+" or "D")**

A grade of "C" (2.0 QPA) or higher must be earned in all courses required for the major. Repeat the course at Towson for a grade of "C" or higher.

3. **What does "Validation Required" mean?**

A course taken at the lower level (100-200) at a community college or four-year educational institution is not equivalent to a TU upper-level course. In order to fulfill an upper-level major course requirement, the content of the transfer work must be validated. A transfer course requiring validation is identified with a "T" instead of the 300-number code, e.g., MKTG T41 for MKTG 341, MNGT T61 for MNGT 361, etc.

How to Validate: Complete an advanced course as specified below with a grade equivalent of 2.0 or higher at TU.

Transfer Course	Validate with
FIN T31	FIN 332 or 333
MKTG T41	MNGT 481
MNGT T61	MNGT 481
MNGT T81	MNGT 421 or 451

Validate the transferred course, don't repeat it. If you enroll in a course with the same course content as the transferred course, the units earned in the transfer course will not count towards graduation because it will be treated as a repeat.

4. **Transfer Credit Policies:**

Transfer students must complete at least 30 hours of upper-level units in BUSX, EBTM, ECON, FIN, LEGL, MKTG, and MNGT at Towson for the BUAD major.

Only **"one"** transfer course will be accepted for a Concentration/Track.

REQUIREMENTS for ADMISSION to the EBUS/BUAD (Marketing) COMBINED MAJOR:

- A minimum cumulative quality point average (QPA) of 2.0 or higher for all coursework.
- A minimum quality point average (QPA) of 2.70 for ALL seven lower-level BUAD Core prerequisites, with a minimum grade of 2.00 or higher in each of the lower-level BUAD Core prerequisites.

Application Procedure for EBUS/BUAD (Marketing):

Deadline: October 1 for Spring admission; March 1 for Summer and Fall admission

If you will meet the admission requirements at the end of the semester or expect to register for CBE upper-level courses next semester, you must submit a completed "Application for Admission to the BUAD major" and your degree progress report to CBE Student Academic Services, ST 301. The application must be submitted before registering for upper-level "majors only" CBE courses (BUSX, EBTM, ECON, FIN, FPLN, LEGL, MKTG, and MNGT).

The application form is available in CBE Student Academic Services in ST 301, or http://www.towson.edu/cbe/Files/advising/Admission_Application_ebus.pdf

Lower-Level BUAD Core Prerequisites:				
Course	Grade	Qpts	X Credits	= Total Qpts
ACCT 201/211			X 3	=
ACCT 202 /212			X 3	=
COSC 111/115			X 3	=
ECON 201/203			X 3	=
ECON 202/204			X 3	=
ECON 205 or MATH 231/233			X 3	=
LEGL 225			X 3	=
Sum			= 21	=

Total Qpts _____ / Credits: = QPA _____

Calculate QPA at http://wwwnew.towson.edu/cbe/student_resources/advising/qpa.asp

Quality Points for grades:		
A = 4.00	A- = 3.67	B+ = 3.33
B = 3.00	B- = 2.67	C+ = 2.33
C = 2.00		

EBUS/BUAD (Marketing) COMBINED MAJOR REQUIREMENTS

After being accepted to the EBUS/BUAD combined major, complete the upper-level Business Core Courses and all courses required with a grade of "C" or higher (2.00).

EBUS/BUAD (Marketing) Combined Major

Marketing requirements:

- EBTM 411 e-Business Marketing
- MKTG 425 Buyer Behavior Analysis
- MKTG 441 Marketing Research and Forecasting
- MKTG 445 International Marketing
- MKTG 485 Strategic Marketing

e-Business requirements:

- EBTM 367 e-Business Infrastructure
- EBTM 411 e-Business Marketing
- EBTM 421 Financial Aspects of e-Business
- Or EBTM 443 Introduction to Project Management
- EBTM 431 Advanced e-Business
- EBTM 469 Current Developments in e-Business
- Or EBTM 454 Business Process Management

Select two (2) electives:

- ART 317 Graphic Design I (3)
- CIS 475 Analysis and Design for Web Sites (3)
- COSC 311 Digital Technologies in Society (3)
- COSC 484 Web-Based Programming (3)
- EBTM 419 Supply Chain Management (3)
- LEGL 328 Cyber Law: The Law of the Internet (3)
- MKTG 345 Advertising Management (3)
- MNGT 482 Business Ethics and Society (3)

Registration Tip: Prerequisites are checked online as you register. A pre-ebusiness (PEBU) student who does not meet the admission requirements and enrolls in an upper-level BUAD (BUSX, EBTM, ECON, FIN, FPLN, LEGL, MKTG, or MNGT) course is at risk of being **disenrolled from the course.**