PROGRAM TRANSFER GUIDE

CCBC

TOWSON UNIVERSITY

This transfer guide is intended for students pursuing an Associate's Degree in Business Administration at CCBC who are interested in pursuing a Bachelor's Degree in Business Administration: Marketing at Towson University. This transfer guide outlines the courses and program requirements a student should follow to satisfy degree requirements at CCBC in order to complete both the CCBC and TU degrees within a total of 4 years and 120 credits.

Associate Degree in Business Administration

Bachelor's Degree in Business Administration: Marketing

Effective Term: Fall 2026

Community College — Course	Credits	TU Equivalent	Notes
ENGL 101 - College Composition I *	3	ENGL 102 (Core 2)	
MATH 153 - Introduction to Statistical Methods *	4	MATH 231 (Core 3)	
CSIT 101 - Technology and Information Systems	3	COSC 111 (Core 4)	
CMNS 101 - Fundamentals of Communication *	3	COMM 131 (Core 5)	
ECON 201 - Introduction to Macroeconomic Principles *	3	ECON 202 (Core 6)	
ERSC 101 - Earth Science	4	PHSC 10L (Core 7)	
BIOL 100 - Exploring Biology	3	BIOL 120 (Core 8)	
ECON 202 - Introduction to Microeconomic Principles *	3	ECON 201 (Core 10)	
MNGT 140 - Business Law I *	3	LEGL 225 (Core 11)	
PHIL 101 - Introduction to Philosophy	3	PHIL 101 (Core 12)	
PSYC 105 - Multicultural Psychology	3	PSYC TLL (Core 13)	
MNGT 265 - Business Ethics	3	PHIL T71 (Core 14)	
ACCT 101 - Principles of Accounting I *	3	ACCT 201	
ACCT 102 - Principles of Accounting II *	3	ACCT 202	
ENGL 102 - College Composition II	3	ENGL TLL	
HLTH 101 - Health and Wellness	3	HLTH 101	
MNGT 101 - Introduction to Busniess and Industry	3	USEL TLL	
MNGT 105 - Principles of Management	3	USEL TLL	
MNGT 150 - Principles of Marketing	3	USEL TLL	
MNGT 201 - Human Resources Management	3	USEL TLL	
ACDV 101 - Academic Development 101	1	USEL TLL	
TOTAL COMMUNITY COLLEGE CREDITS:	63		

Towson University — Course	Credits	Notes
Core 1 - Towson Seminar		Waived for Transfer Students
MATH 115- College Algebra*	3	
BUSX 301 - Business Communications *	4	Core 9
EBTM 300 - Problem Solving in Business I *	3	
MKTG 341 Marketing and Creativity*	3	
FIN 331 - Principles of Financial Management *	3	
MNGT 361 - Leadership and Management	3	
MNGT 481 - Strategic Management *	3	
BUSX 460 - Professional Experience *	3	
EBTM 350 - Business Analytics *	3	
EBTM 365 - Principles of Operations Management *	3	
MKTG 411 Digital Marketing*	3	
MKTG 425 Consumer Behavior Analysis*	3	
MKTG 431 Marketing Analytics*	3	
MKTG 441 Marketing Research*	3	
MKTG 451 Professional Selling*	3	
MKTG 485 Strategic Marketing*	3	
Approved Marketing Elective*	3	
Approved Marketing Elective*	3	
General Elective	2	
TOTAL TU CREDITS:	57	

** Denotes course that must be completed with a grade of C or better ** Must consult with a TU Academic Advisor*

Notes & Recommendations from Towson University:

*Core 1 at TU is automatically waived for all transfer students.
*Course equivalents ending in TLL are general lower-level elective coursework at TU.
*Students must follow the course selections outlined in this agreement. Failing to complete the specified courses will require them to fulfill remaining requirements at TU and could jeopardize their ability to earn a bachelor's degree within two years.
*A course number beginning with T or F indicates that it is a lower-level equivalent of an upper-level TU course. These courses will not count toward the TU degree requirement for 32 upper-level units.