

PROGRAM TRANSFER GUIDE



PRINCE GEORGES
COMMUNITY COLLEGE

TU TOWSON
UNIVERSITY

This transfer guide is intended for students pursuing an Associate Degree in Business Administration at Prince George's Community College who are interested in pursuing a Bachelor's Degree in Marketing at Towson University. This transfer guide outlines the courses and program requirements a student should follow to satisfy degree requirements at PGCC in order to complete both the PGCC and TU degrees within a total of 4 years and 121 credits.

Associate Degree in Business Administration

Effective Term:

Bachelor's Degree in Marketing

Fall 2026

YEAR 1 - Prince George's Community College

| Fall | TU Equivalent | Credits | Spring | TU Equivalent | Credits |
|--|---------------|---------|---|----------------|---------|
| PAS-1000 First Year Experience | USEL TLL | 1 | MAT-1250 Applied College Algebra (Core 3) © | MATH 115 | 3 |
| BMT-1010 Introduction to Business | USEL TLL | 3 | EGL-1320 Composition II: Writing for Business (Core 12) © | ENGL TLL | 3 |
| EGL-1010 Composition I: Expository Writing (Core 2) * © | ENGL 102 | 3 | COM-1010 Foundations of Communication (Core 5) © | COMM 131 | 3 |
| ACC-1001 Principles of Accounting I * | ACCT 201 | 3 | NTR-1010 Introductory Nutrition (Core 8) © OR | HLTH T31 (331) | 3 |
| INT-1010 Introduction to Information Technology (Core 4) © | COSC 111 | 3 | BIO-1110 Environmental Biology (Core 8) © | BIOL 105 | |
| | | | ACC-1002 Principles of Accounting II * | ACCT 202 | 3 |
| TOTAL CREDITS: 13 | | | TOTAL CREDITS: 15 | | |

YEAR 2 - Prince George's Community College

| Fall | TU Equivalent | Credits | Spring | TU Equivalent | Credits |
|---|---------------|---------|--|----------------|---------|
| MAT-2160 Applied Calculus I * | MATH 211 | 3 | PHL-2400 Business Ethics (Core 14) © | PHIL T71 (371) | 3 |
| ECN-1030 Principles of Macroeconomics (Core 10) * © | ECON 202 | 3 | ECN-2010 Statistics for Business and Economics * | ECON 205 | 3 |
| BIO-1010 General Biology (Core 7) © OR | BIOL 191/191L | 4 | BMT-1570 Small Business Management OR | USEL TLL | 3 |
| BIO-1110 & BIO-1120 Enviro Biol Lecture/Lab (Core 7) © OR | BIOL 105L | | BMT-1420 Organizational Management | USEL TLL | |
| GEO-1010 & GEO-1020 Phys Geog Lecture/Lab (Core 7) © | GEOG 10L | | BMT-1500 Developing a Professional Image | USEL TLL | 1 |
| BMT-2220 Business Law I (Core 11) * © | LEGL 225 | 3 | ECN-1050 Principles of Microeconomics (Core 6) * © | ECON 201 | 3 |
| SOC-1010 Introduction to Sociology (Core 13) © | SOCI 101 | 3 | ECN-2020 Money, Banking, and Finance ♦ | ECON T13 (313) | 3 |
| TOTAL CREDITS: 16 | | | TOTAL CREDITS: 16 | | |

YEAR 3 - Towson University

| Fall | Credits | Spring | Credits |
|---|---------|--|---------|
| BUSX 301 - Business Communications (Core 9) * © | 4 | FIN 331 - Principles of Financial Management * | 3 |
| EBTM 300 - Problem Solving in Business * | 3 | MKTG 411 - Digital Marketing * | 3 |
| MKTG 341 Principles of Marketing * | 3 | MKTG 431 - Marketing Analytics * | 3 |
| MNGT 361 Leadership and Management * | 3 | MKTG 451 - Professional Selling * | 3 |
| General Elective (If needed) | 3 | General Elective (If needed) | 3 |
| TOTAL CREDITS: 16 | | TOTAL CREDITS: 15 | |

YEAR 4 - Towson University

| Fall | Credits | Spring | Credits |
|--|---------|--------------------------------------|---------|
| EBTM 365 - Principles of Operations Management * | 3 | BUSX 460 - Professional Experience * | 3 |
| MKTG 425 - Consumer Behavior Analysis * | 3 | MKTG 441 - Marketing Research * | 3 |
| MKTG 485 - Strategic Marketing * | 3 | MNGT 481 - Strategic Management * | 3 |
| Marketing Concentration Elective * | 3 | Marketing Concentration Elective* | 3 |
| General Elective (If needed) | 3 | General Elective (If needed) | 3 |
| TOTAL CREDITS: 15 | | TOTAL CREDITS: 15 | |

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

Notes & Recommendations from Towson University:

- *Consult the latest version of the TU catalog for specific information on degree requirements/GPA requirements/repeat policy.
- *Core 1 at TU is automatically waived for all transfer students.
- *Courses with the ♦ symbol are recommended, but not required to complete the 4-year degree program. Consult your advisor for alternate course options.
- *Course equivalents ending in TLL are general lower-level elective coursework at TU.
- *T and F codes are lower-level versions of upper level courses at receiving institution. They do not count towards the upper level requirement for graduation.
- *Check TU Catalog for concentration electives

Bachelor's degree requirements for all students:

- A cumulative grade point average (GPA) of 2.0 is required.
- A C grade (2.0 GPA) or higher is required for all major courses and prerequisites.
- 32 credits of the bachelor's degree must be completed at the upper level (courses numbered 300 or above) at TU