

# UNIVERSITY OF CENTRAL MISSOURI

## MCC A.A. to UCM MARKETING, B.S.B.A.

### YEARS 1 AND 2 AT MCC

(UCM equivalencies in parentheses)

#### COMMUNICATIONS – 9 Credit Hours

ENGL 101 Composition and Reading I (ENGL 1020)	3
ENGL 102 Composition and Reading II (ENGL 1030)	3
COMM 100 Fundamentals of Speech (COMM 1000)	3

#### MATHEMATICS – 3 Credit Hours

MATH 120 College Algebra (MATH 1111)	3
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#### AMERICAN INSTITUTIONS – 3 Credit Hours

HIST 120 (HIST 1350), 121 (HIST 1351), POLS 136 (POLS 1510) or 137 (POLS 2511)	3
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#### SCIENCES – 7 Credit Hours

Take two courses; one course should be taken with a lab.

See a full list of offerings

at: <http://www.mcckc.edu/programs/aa/>

#### WESTERN CIVILIZATIONS – 3 Credit Hours

HIST 133 Foundations of Western Civilization (HIST 2400) or HIST 134 Modern Western Civilization (HIST 2402)	3
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#### SOCIAL SCIENCES – 3 Credit Hours

ECON 210 Macroeconomics (ECON 1010)	3
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#### HUMANITIES – 3 Credit Hours

ENGL 218, 220 (ENGL 2210), 221 (ENGL 2215), 222 (ENGL 2200), 223 (ENGL 2205), 268 (ENGL 2270), PHIL 100 (PHIL 1000), 200 (PHIL 1410), or 203 (PHIL 2300)	3
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#### HUMANITIES APPRECIATION – 3 Credit Hours

ART 108 (ART 1800), ART 150 (ART 1815), ART 151 (ART 1825) MUSI 108 (MUS 1210), or THEA 106 (THEA 2400), ARAB, FREN, GERM, CHIN, SPAN 101 (SPAN 1601), SPAN 102 (SPAN 1602), SPAN 203 (SPAN 2601), SPAN 204 (SPAN 2602)	3
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#### COMMON CORE ELECTIVES – 8 Credit Hours

ECON 211 Microeconomics (ECON 1011)	3
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#### GENERAL DEGREE REQUIREMENTS – 7 Credit Hours

COLL 100 First Year Seminar	1
Global Diversity	3

Course options available

at <http://www.mcckc.edu/programs/aa/>

CSIS 115 Technology Fundamentals & Applications (CIS 1600)	3
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#### ELECTIVES- 11 Credit Hours

If not taken at MCC, equivalents must be taken at UCM

MATH 115 Statistics (FIN 2801)	3
BSAD 101 Accounting Principles I (ACCT 2101)	3
BSAD 102 Accounting Principles II (ACCT 2102)	3
BSAD 254 Business Law I (BLAW 2720) or BSAD 270 Legal Environment of Business (BLAW 2720)	3

**MINIMUM HOURS REQUIRED FOR A.A.: 60 hours**

**MINIMUM HOURS REQUIRED FOR B.S.B.A: 120 hours**

### YEARS 3 AND 4 AT UCM

#### MAJOR REQUIREMENTS – 54 Credit Hours

CIS 3630 Management Information Systems	3
FIN 3801 Business Statistics II	3
FIN 3850 Principles of Finance	3
MGT 3315 Management of Organizations	3
MGT 3325 Business Communications	3
MGT 3360 Supply Chain & Operations Management	3
MGT 4357 Organizational Policy and Strategy	3
MKT 3405 Marketing Policy	3
MKT 3430 Professional Sales	3
MKT 3480 Consumer Behavior	3
MKT 4460 International Marketing	3
MKT 4470 Marketing Research	3
MKT 4490 Marketing Management	3
Marketing electives from the following	15
MKT 1400 Orientation to Marketing	1
MKT 3410 Retail Management	3
MKT 3420 Principles of Advertising	3
MKT 3435 Internship in Marketing	1-6
MKT 3450 Digital Marketing	3
MKT 3460 Advanced Professional Sales	3
MKT 4420 Sales Management	3
MKT 4430 Marketing Distribution	3
MKT 4440 Seminar in Marketing	3
MKT 4450 Integrated Marketing Comm.	3
MKT 4454 Sports Marketing	3
MKT 4480 Special Projects in Marketing	1-3

#### FREE ELECTIVES – 8 Credit Hours

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### REQUIREMENTS FOR THIS MAJOR

- Minimum hours: 120
- Minimum of 30 hours upper level credit (course numbered 300 and above; courses taken at MCC do not count toward upper-level requirement)
- Minimum of 12 upper level credit hours in major
- Minor requirement: No
- Modern language requirement: No
- Graduation requirements: At least 50% of required business courses must be earned at UCM for a B.S.B.A. degree.

### RESIDENCY REQUIREMENTS FOR A DEGREE AT UCM

- 30 credit hours must be completed at UCM
- 20 upper level hours must be completed at UCM
- 15 credit hours in the major must be from UCM
- 9 upper level hours in the major must be completed at UCM
- The last 12 semester hours must be earned from UCM
- If pursuing a minor, a minimum of 9 hours in the minor must be completed at UCM

### ADMISSION TO B.S.B.A. PROGRAMS

Admission to all B.S.B.A. programs is conditional upon the completion of 41 credit hours and 8 pre-admission classes. A minimum 2.25 GPA is required for the marketing major.

### B.S.B.A. ACCREDITATION

UCM B.S.B.A. programs are accredited by The Association to Advance Collegiate Schools of Business (A.A.C.S.B.) International. [www.aacsb.edu](http://www.aacsb.edu).

### TRANSFER WORK

Arrange for all transfer work to be posted at UCM at the time of application. An official transcript must be received at UCM directly from each school attended. Transcripts can be sent to University of Central Missouri, Office of Admissions, 1400 Ward Edwards, Warrensburg, MO 64093. Individual course equivalencies can be found online at [www.ucmo.edu/corequiv](http://www.ucmo.edu/corequiv).

### DUAL ADMISSION

Students are encouraged to apply for dual admission during their first semester at MCC to coordinate associate degree completion with degree requirements at UCM. <http://www.ucmo.edu/undergrad/dualadmissions.cfm>.

### GENERAL EDUCATION ASSESSMENT

All UCM students are required to pass a General Education Assessment test. Students transferring in more than 45 credit hours will take the test during their first semester at UCM. Learn more at: [www.ucmo.edu/assessment/documents/gened\\_policy.pdf](http://www.ucmo.edu/assessment/documents/gened_policy.pdf).

### UCM DEPARTMENT CONTACT

The Department of Economics, Finance and Marketing. Dockery 300G. 660.543.4246 [www.ucmo.edu/efm](http://www.ucmo.edu/efm).

### UCM ACADEMIC ADVISING

Harmon College of Business & Professional Studies. Ward Edwards 1600. To learn more about UCM advising, visit [www.ucmo.edu/advising](http://www.ucmo.edu/advising).

### MCC OUTREACH

UCM representatives visit MCC on a regular basis to provide admissions, advising, financial aid, and other UCM information to future UCM transfer students. See the visit schedule at [www.ucmo.edu/mcckc](http://www.ucmo.edu/mcckc).

### CATALOGS

View the current MCC catalog at [www.mcckc.edu](http://www.mcckc.edu), select "Academic Catalog" under the "Students" tab. View the current UCM catalog at [www.ucmo.edu/catalog](http://www.ucmo.edu/catalog).

### VALIDITY OF THIS TRANSFER GUIDE

This guide is based on the UCM 2016 Undergraduate Catalog and is subject to change. This guide is a recommendation only and your actual program may vary. Time to degree completion and course sequencing will depend on any credits transferred to UCM and on planned placement in math, reading, and writing. Use this guide in conjunction with regular meetings with your MCC advisor to ensure A.A. requirements and policies are followed.